FINE ARTS DEPT.

modern PHOTOGRAPHY

JULY 1957 · PRICE 35 CENTS

PUBLIC LIBRARY
MAY

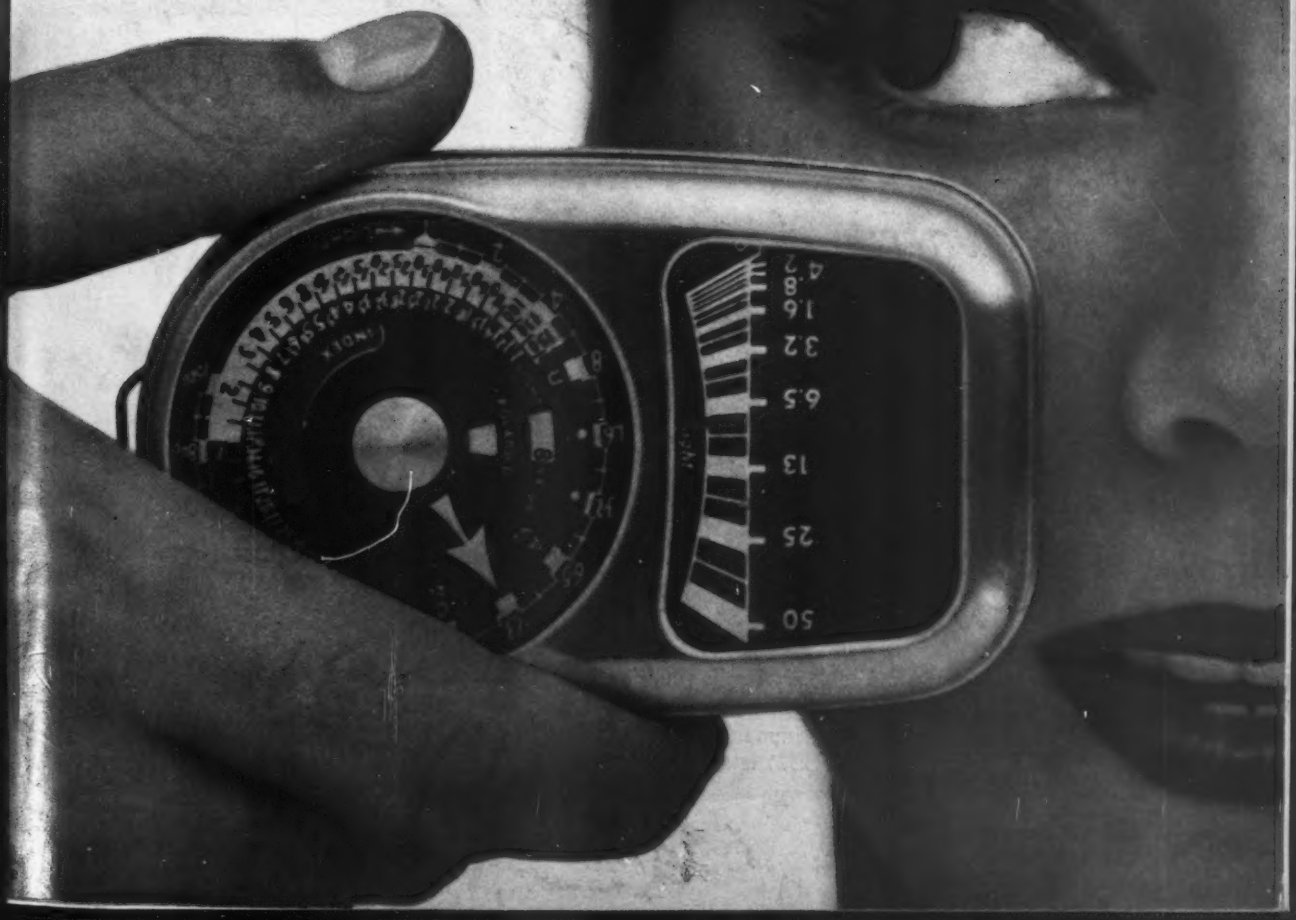
CANADA

XPOSURE OR BEGINNER ND EXPERT

ZING LVS · AUTOMATIC METERS
OR SECTION · BUILT-IN METERS

PAGE PICTURE SECTION: HOW
SOLVE EXPOSURE PROBLEMS

ICH METER IS BEST FOR YOU?



The candles furnished all the light . . . and New Super Anscochrome did the rest! Taken at f/3.5 at 1/10 second without flash, floodlights or tripod.

Taken on New Super Anscochrome... the world's fastest color film! So fast, its exposure index is 100 with normal processing... and no loss of color or definition!*

* The bright red and gold carton tells you it's new . . . and a wonderful film to be trying today! Daylight Type only in 120 rolls and 35mm magazines. Regular Anscochrome (E. I. 32) is available in all standard sizes, including 127 for Super Slides.

It's a Darb!*

Steve Allen's famous Polaroid® Land Camera demonstration makes TV audiences applaud:

Say cheese!

And in just 60 seconds we'll have a finished picture of lovely Erin O'Brien. No other camera in the world lets you take a picture one minute, see it the next.

60 seconds are up...

Let's see what we've got here. Just open the back of the camera, and there's our finished picture. What a way to double the fun at parties, picnics, any get-together.

Look at this!

With the new Polaroid Land film, the quality of these pictures is great. Details are razor sharp. And these pictures don't fade, they last like any other pictures.

$72.75 or $1.50 a week!

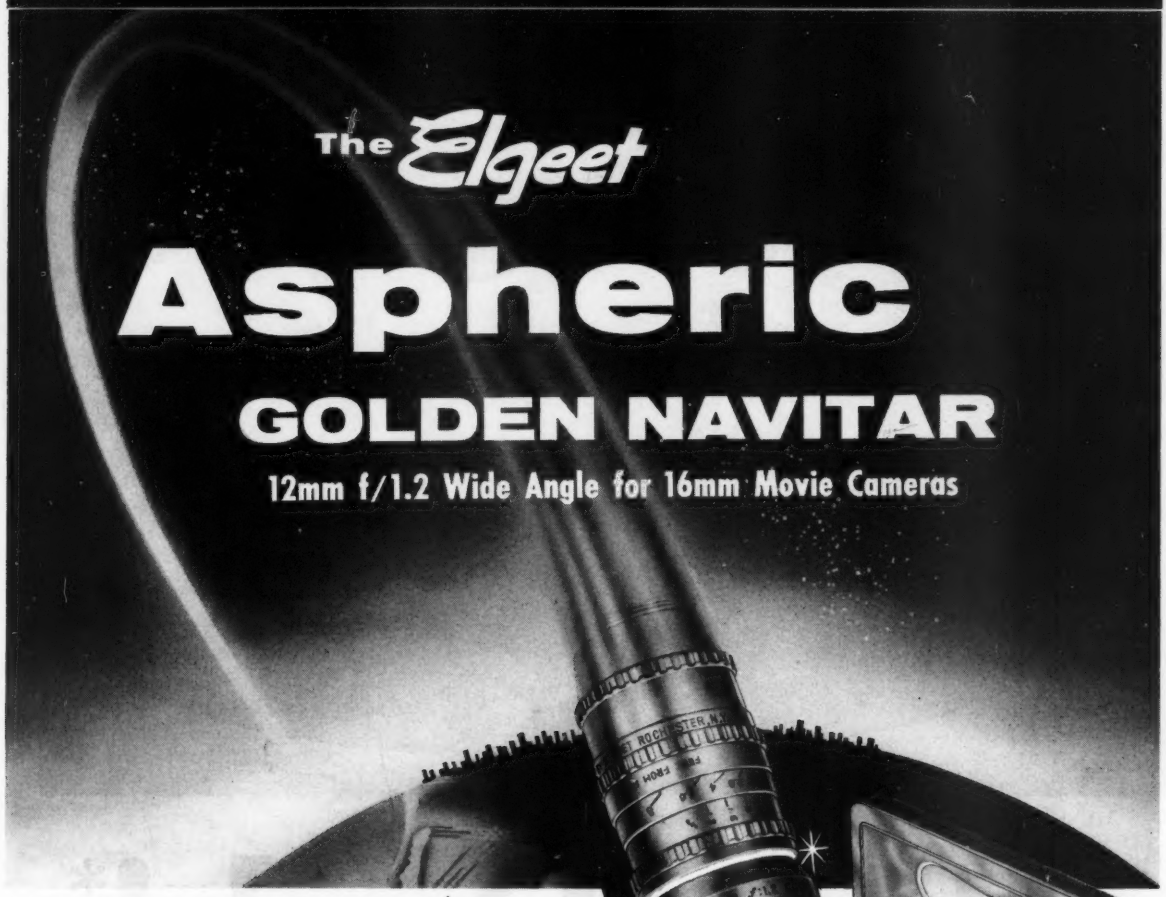
That's all it'll cost you to own a Polaroid Land Camera. Drop into any camera store tomorrow Take a couple of shots yourself This camera's a cinch to work!

**Steve's way of saying today's 60-second pictures are terrific, fabulous, the greatest. Watch THE STEVE ALLEN SHOW Sunday night on NBC-TV. Lots of laughs.*

POLAROID CORP., CAMBRIDGE, MASS

MODERN PHOTOGRAPHY (combined with Minicam) is published monthly by the Photography Publishing Corp., 33 West 60th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the Act of March 3, 1879; additional entry at Louisville, Kentucky. Yearly subscription price is $4.00 in U.S.A. and possessions, $4.50 in Canada, $6.00 in Pan-American Union and Philippines. Elsewhere, $8.00. Single Copies 35c; Canada 40c. Elsewhere, 75c. July, 1957. Vol. 21, No. 7.

Breaks Through The Optical Barrier



World's Fastest Wide Angle Lens
World's First Non-Spherical Movie Lens

For years, optical scientists have pondered over the means to faster speed in lenses . . . without the sacrifice of quality. The search has finally been brought to an end with this magnificent lens, that incorporates the first mass-produced aspheric surface . . . offering for the first time in history a speed of f/1.2 plus needle-sharp images over a 60° angular field. The Golden Navitar is 66% faster than an f/1.5 lens and covers 4½ x the area of a normal 1" lens.

Now available in limited quantities. **$129.50**

***Write for Free Booklet on* ASPHERICS AND THE ELGEET GOLDEN NAVITAR LENSES**

**The Lens with the "Golden Band"–*
symbol of distinction signifying ultimate quality and optical achievement.

Elgeet OPTICAL COMPANY, INC. 832 SMITH STREET · ROCHESTER, N. Y.

Aires
35III L

NOW MORE THAN EVER . . . . for only $99.50

Compare the new f:1.9 AIRES with all other 35mm cameras and you'll agree that you get *more* for your money regardless of price!

3 NEW FEATURES:

New Light Value Scale (LSV) is cross-coupled to aperture and shutter speed settings to ensure more perfect exposures; both aperture and shutter speed are set with one knurled ring.

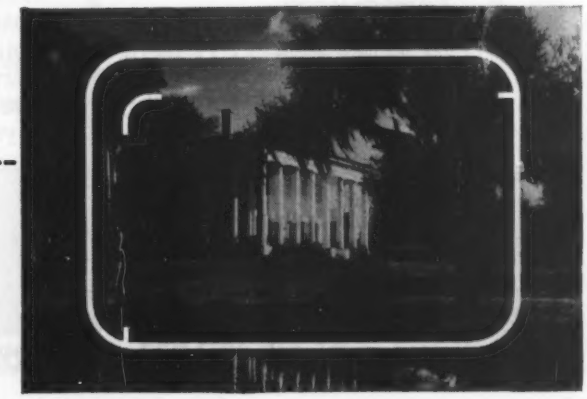
New "Trimming" Type Single Window Range-Viewfinder frames the scene enables good composition of fast-moving objects, permits accurate alignment even in poor light. Photographers with eyeglasses can see the image accurately. New, more accurate parallax compensating marks for close-up shooting.

New Rapid Rewind Handle for fast return of film to cartridge; automatically resetting exposure counter.

f:1.9

AIRES Camera
$99.50
Eveready leather case packaged with camera
$12.50

The brilliant luminous "frame" has helped make AIRES the most talked about camera of the decade.



Before you buy, be sure to see the new AIRES, now at your dealer. *Other features include:* Speeds to 1/500 sec. Automatic rangefinder focusing *down to 1⅔ ft.* Fast 6-element coated f:1.9 45mm lens can take pictures indoors without flash. All scales and setting visible from top.

For literature, write Dept. MA77

1909 South Kingshighway, **Kalimar Inc.** St. Louis 10, Missouri

In Canada: SUNIRO (CANADA) LTD., 400 Ontario St. W., Montreal
In Hawaii: MOVIE SUPPLY OF HAWAII, LTD., 1354-a Kapiolani Blvd., Honolulu

ALL YOU HAVE TO DO IS **LOOK**...!

REMOTE CONTROL RUNS THE SHOW!

Keystone 2"x 2" Slide-Show Projector

K-500 **Deluxe** 500-Watt Automatic Slide-Show Projector with Deluxe Case, 40-Slide Tray $99.95
(Remote control power unit, $5.00 extra)

CHECK ALL THESE OUTSTANDING FEATURES

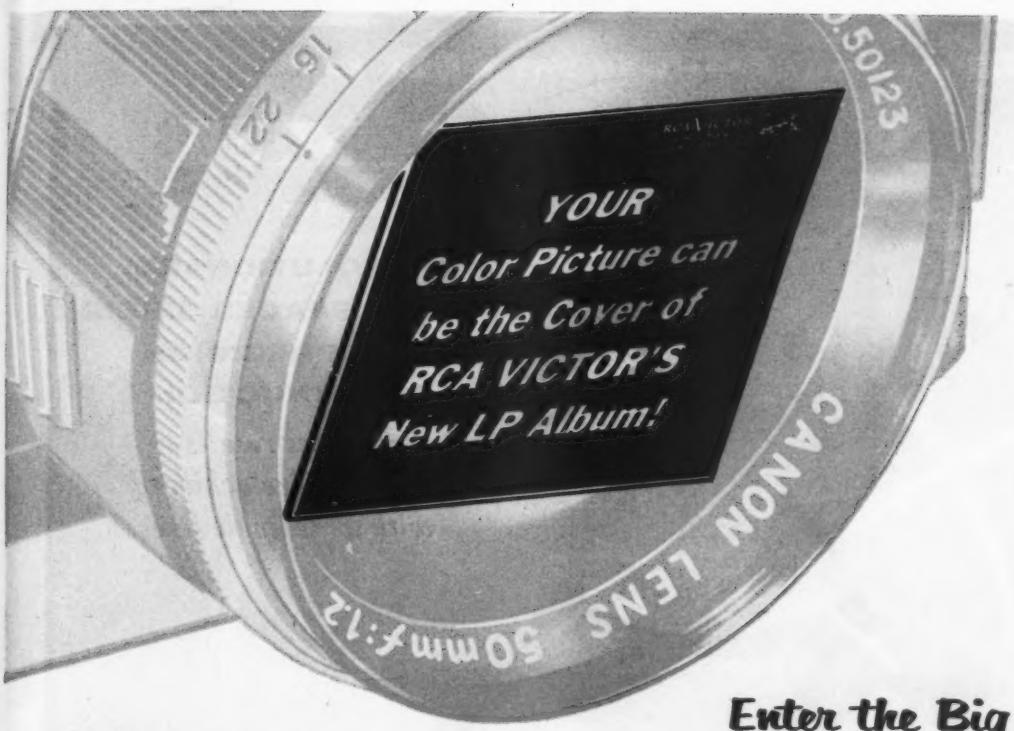
- Special condenser outfit for Super-Slides (1½" x 1½", from 127 or 120 film).
- Push-button switch for effortless changes.
- Single-acting switch for motor and lamp.
- Superior Optical System — precision ground f3.5 five-inch coated, color-corrected lens. Superior corner/center ratio and resolution.
- Pressurized cooling keeps slides safe, projector cool.
- Exclusive louvre design directs light and air away from operator's face.
- Spring-loaded tilting mechanism centers picture perfectly on screen.
- Universal 40-slide tray provides permanent index slide file, accommodates 2" x 2" slides in glass, cardboard, metal mounts.
- Lightweight, die-cast aluminum for years of service.
- Accurate color reproduction . . . special heat-absorbing filter protects slides.
- Foldaway carrying handle...lift-off deluxe case.

ALSO AT YOUR KEYSTONE DEALER'S:
Keystone K-310. 2" x 2" 300-Watt Automatic Slide-Show Projector with 4" Magna-Scope f3.3 lens. Similar to K-500 De Luxe . . . $89.95 (Remote Control Power Unit, $5.00 extra)
Other projectors from $69.95.

SIT BACK AND ENJOY YOURSELF. See how much easier, how much more enjoyable showing color slides can be, now that *you* can be comfortable, too. Just load 40 slides in a permanent file tray, place the tray in the built-in chamber, get seated in your favorite easy chair . . . and your slide show is on! Keystone's Automatic Push-Button Changer shows, changes and advances your slides in sequence . . . while you operate the machine from a distance of 15 feet, with the Remote Control Power Unit. And, Keystone's exclusive Super-Optic Beam shows your pictures up to 51% brighter, sharper than any other projector. Eye-ease filter projects restful blue light between changes. See the K-500 De Luxe at your Keystone dealer's. Easy budget terms.

Keystone
Registered in Your Name with a Lifetime Guarantee

Keystone Camera Co., Inc., Boston 24, Mass. Makers of fine photographic equipment for over 35 years . . . movie cameras and projectors . . . slide projectors. © 1957



Enter the Big New

Canon and RCA Victor Album Cover PHOTO CONTEST

So Easy to Enter!

Nothing to buy! Just pick up entry blank at any Canon or RCA Victor dealer. Mail it with as many transparencies as you wish. Use any camera, any size transparency. Those pictures that best interpret name of new record album — "HI-FI IN FOCUS" — win the valuable prizes shown here!

Pictures will be judged on originality of ideas and quality of photography.

For an idea of the type of photography suitable for covers, look over recent RCA-Victor album covers!

CONTEST CLOSES MIDNIGHT, JULY 31ST, 1957!

Get Entry Blanks at your Canon Franchised Dealer or local RCA-Victor Dealer

WIN $3000.00 IN PRIZES!

Fine Canon and RCA Products

1st PRIZE
- Photograph to be used as album cover.
- CANON VT DELUXE CAMERA, 50mm f:1.2 lens & case.
- RCA COLOR TV
- RCA MARK III HI-FI Comb.

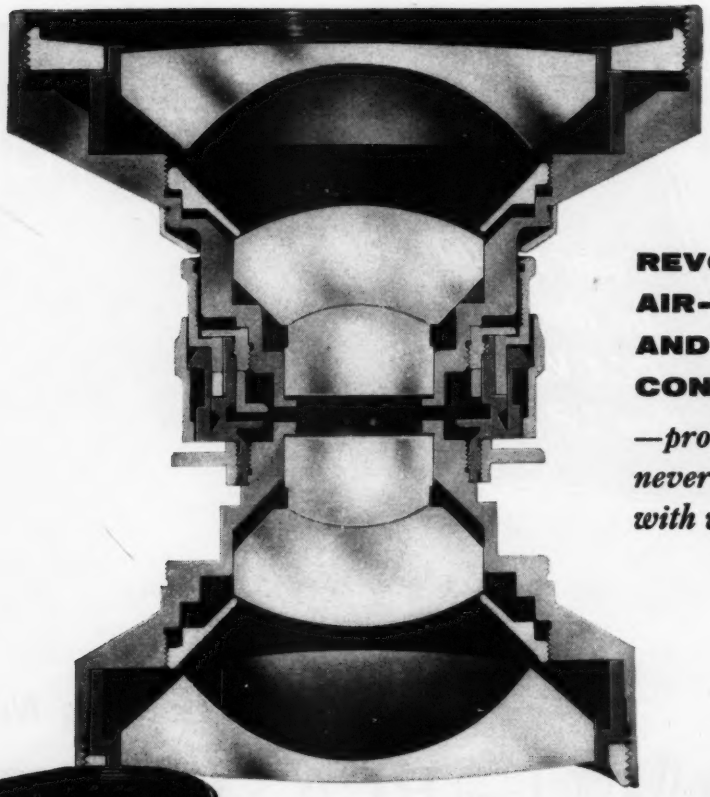
2nd PRIZE
- CANON VT DELUXE CAMERA, 50mm f:1.8 lens & case.
- RCA MARK IV HI-FI COMB.
- RCA PORTABLE TV (14")

3rd PRIZE
- CANON L-1 CAMERA, 50mm f2.8 lens & case.
- RCA CONGRESSIONAL TAPE-RECORDER

4th PRIZE
- CANON 8T-CINE CAMERA, 13mm & 25mm f:1.8 lens & case.
- RCA TRANSISTOR RADIO

5th PRIZE
- CANON 8-T CINE CAMERA, 13mm f:1.8 lens & case.
- RCA CLOCK RADIO
- RCA 45 RECORD PLAYER

CANON CAMERA CO., INC., U. S. Factory Branch: **550 Fifth Ave., New York 36, N. Y.**



REVOLUTIONARY AIR-SPACED DESIGN AND PRECISION CONSTRUCTION

—provides results never before achieved with wide angle lenses!

SCHNEIDER

air-spaced

SUPER-ANGULON f:8

Schneider's celebrated air-spacing principle has contributed new standards of performance and versatility to critical wide angle work. Incorporating the new glasses and coatings in an exclusive design which includes greatly oversized front and rear elements as shown, *definition, contrast,* and *uniformity of illumination* have been improved to limits hitherto unknown. In addition, this computation provides a total angle of view, *at all stops,* of 102°. Thus its covering power permits its use for the next larger format without stopping down, and allows for considerable vertical and horizontal lens movements with equally sharp cutting results when used normally.

Super-Angulon and other Schneider lenses are available through leading photo dealers. Descriptive literature on all lenses gladly sent on request.

Made in West Germany, by the world's foremost optical craftsmen.

Schneider **LENSES...** *Classics of Optical Precision*

***U.S. Distributor:* BURLEIGH BROOKS, Inc. • 10 West 46th Street, New York 36, N.Y.**

PRESENTING THE NEW 1957 AUTOMATIC

EXAKTA IIa

. . . the finest Exakta yet produced in the 20 years history of Exakta leadership
. . . based on its original, still unchanged design, that revolutionized photography.

The New, 1957 Exakta IIa is the most significant advancement in Exakta history! It is the latest in a long line of achievements that have advanced Exakta Photography to new horizons, and which have expanded the frontiers of photography. Brilliantly engineered, the magnificent Automatic Exakta IIa with its new noiseless shutter design is a development of tremendous importance to photographers.

The new Automatic Exakta IIa has many intriguing and desirable innovations and refinements . . . new three-outlet MXF flash synchronization for focal-plane flashbulbs, for SM flashbulbs, and for electronic flash . . . new and improved window rotodial . . . new wide-diameter film spool for faster winding . . . new improved winding mechanism . . . new spring-catch spool retainer . . . new slow-speed setting knob for faster silent operation, and many internal improvements resulting from the latest advancements in photography. Naturally, the new 35-mm. Automatic Exakta IIa has all the other renowned and treasured Exakta features as Automatic diaphragm lenses . . . interchangeable lenses . . . interchangeable viewfinders, penta-prism eye-level viewfinder, waist-level reflex viewfinder, split-image rangefinder, magnear lens-viewfinder . . . coupled film transport and shutter cocking . . . 27 shutter speed settings ranging from 1/1000 of a second to 12 seconds, plus bulb and time . . . built-in knife . . . provision for intentional double exposures, and more.

The Automatic Exakta IIa is available with Penta-Prism eye-level Viewfinder and Split-Image Rangefinder and 58-mm. f 2.0 Carl Zeiss Jena Biotar lens with Automatic Diaphragm $399

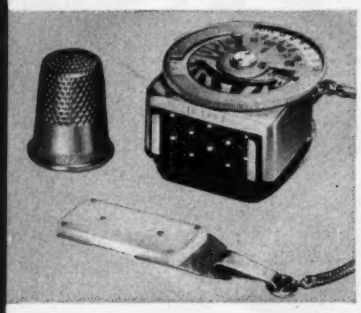
We invite you to see and inspect the new 1957 Automatic Exakta IIa at your dealer.

EXAKTA CAMERA COMPANY 705 BRONX RIVER ROAD, BRONXVILLE 8, N. Y.

Exclusive Factory appointed Representative in the U. S. A. for Sales and Service of Exakta and Exa Cameras

R v. 21² Jy-De '57

LEICA-METER 3



EXTRAORDINARY PRECISION AT YOUR FINGERTIPS

The new LEICA-METER 3 has everything you need in an exposure meter—yet it's no bigger than your watch! It attaches to your camera or can be used from your hand. Despite its light weight and compact design, the LEICA-METER 3 is one of the finest light-measuring instruments made. It has full calibrations for all photographic requirements and attachments to extend its versatility.

SPECIFICATIONS:

- ASA scale: 10 to 1,000
- LVS scale: 1 to 18
- Shutter-speed scale: 1/1,000 sec. to 120 secs.
- Aperture scale: f/1.4 to f/22
- Movie mark: 16 f.p.s.
- Booster cell: increase of sensitivity 10x
- Lux (meter candles) range: 24 to 98,000
- Measures incident or reflected light
- Rugged construction
- Direct-reading scale
- Zero-adjustment
- Fits accessory shoe of most cameras
- Supplied with retainer plate on chain, incident light adapter, adjustment screw driver and leather case.

Booster cell available as accessory.
Without booster cell $18.00
With booster cell $24.00

E. LEITZ, INC.
468 FOURTH AVENUE, NEW YORK 16, N. Y.

modern PHOTOGRAPHY

JULY 1957, VOL. 21, NO. 7

ARTICLES

EXPOSURE: *The past, the present, the future* .....by Charles Hellman and Herbert Keppler 56

LVS: *A new system of exposure control* .....by John Wolbarst 58

HOW GOOD ARE BUILT-IN METERS? *What you can do with them* 62

WHICH METER IS BEST? *How to pick the one for your use* 66

BOOSTER CELLS: DO THEY WORK? 70

COUPLED METERS: A NEW TREND? 71

HENLE'S GUIDE TO COLOR EXPOSURE: *This craftsman's techniques can improve your color pictures* .....by John Wolbarst 72

WHICH EXPOSURE? *Problems in creative exposure* .....by Charles Hellman and Dorothy Jackson 78

MODERN'S COMPLETE EXPOSURE METER LISTING 122

MOVIES

MOVIE EXPOSURE FOR ACTION: *Which shutter speed should you use?* .....by Arthur Kramer 98

THE MOVIE MAKER: *The automatic movie camera is with us* .....by Myron A. Matzkin 112

DEPARTMENTS

COFFEE BREAK WITH THE EDITORS 12

LETTERS TO THE EDITOR 18

NEW PHOTO BOOKS 22

NEW PRODUCTS 28

WAYS AND MEANS: *Simple, yet ingenious devices aid still, movie and darkroom work* .....by Arthur Rothstein 44

MODERN COLOR: *Is color correcting and retouching of transparencies practical?* .....by Robert Crandall 50

MONTHLY CONTEST 92

DISCOVERY NO. 25: *Don Huntstein* .....by Patricia Caulfield 94

MODERN'S FREE EXPOSURE PACKAGE: *All you need do is write in for it* 108

SALON CALENDAR 108

WHAT'S AHEAD? *Another new type film base* .....by Lloyd E. Varden 118

PICTURES IN A MINUTE: *Valuable exposure information for your Polaroid Land Camera* .....by John Wolbarst 126

AUGUSTUS WOLFMAN, Ed.-in-Chief
JACQUELYN BALISH, Editor
HERBERT KEPPLER, Exec. Editor
DOROTHY C. JACKSON, Assoc. Ed.
MYRON A. MATZKIN, Assoc. Ed.
JOHN WOLBARST, Consult. Ed.
MARJORIE THOMPSON, Assist. Ed.
PATRICIA CAULFIELD, Assist. Ed.
RITA QUINTAS, Edtl. Assist.
• • •
ERNEST G. SCARFONE, Art Dir.
JOEL PETROWER, Art Assist.
EVERETT GELLERT, Publisher
MARTIN E. SIEGEL, Business Mgr.
ROBERT DORIN, Dir. of Advtg.
MILTON ASTROFF, Advtg. Mgr.
MILTON GORBULEW, Circ. Mgr.
FAY TRAVERS, Production Dir.

Copyright © 1957, Photography Publishing Corp., 33 West 60 St., New York 23, N. Y. Phone: PLaza 7-3700. Chicago office: 333 N. Michigan Blvd., Chicago, Ill. Phone: ANdover 3-7132, 7133. California office: 5720 Wilshire Blvd., Los Angeles 36, Calif. Phone: WEbster 8-3881. Yearly subscription, $4.00 in U.S.A. and possessions, $4.50 in Canada, $6.00 in Pan-American Union and Philippines. Elsewhere, $8.00. Single copies, 35c, Canada, 40c, elsewhere, 75c. Editorial contributions must be accompanied by return postage and will be handled with reasonable care; however, the publisher assumes no responsibility for return of unsolicited photographs or manuscripts.

ABC

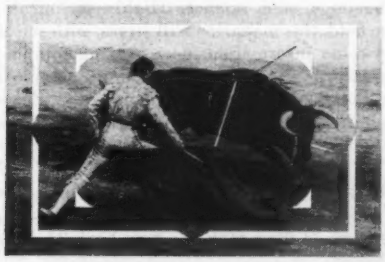
FINE ARTS DEPT.

The Leica and the Leica System of 35mm photography are designed to meet diversified photographic requirements with a facility and precision unmatched in the field. Now, with the latest development in classic Leica camera design—the Leica IIIg—traditional Leica dependability and versatility are combined with new, *outstanding features of camera performance:*

bright-line viewfinder The field of view of 50mm lenses is outlined clearly and accurately by a brightline frame visible in the viewfinder at all times. Also permanently visible are four bright triangular corners marking the field for 90 mm lenses. Both of these frames are parallax corrected throughout the focusing range. The viewfinder image is .7x life size and the eye lens is free of viewing-parallax.

automatic flash synchronization When shutter speeds are reset, flash synchronization is achieved automatically for flash bulbs and electronic flash units.

separate, focusing rangefinder The IIIg rangefinder, with 1.5x magnification and eyepiece immediately adjacent to viewfinder, assures ultracritical focusing of the lens. In addition, the rangefinder optical system may be focused to accommodate near or distant objects and individual eyesight.



Looking through IIIg viewfinder

LEICAVIT rapid winder (optional)

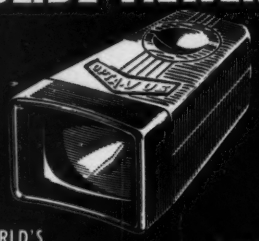
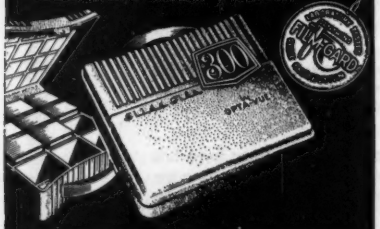
other famous Leica features:

- Compactness, light weight, rigid construction
- Over 12 different interchangeable lenses available
- Widest range of accessories in the 35mm field
- Focal-plane shutter, speeds 1 second to 1/1000 second, T and B, calibrated to correlate with f-stops
- Double exposure prevention
- Built-in self-timer, accessory clip, film reminder dial
- LEICAVIT accessory replaces baseplate for rapid sequence photography

Leica

E. LEITZ, INC., 468 FOURTH AVENUE, NEW YORK 16, N.Y.
Distributors of the world-famous products of Ernst Leitz G. m. b. H., Wetzlar, Germany—Ernst Leitz Canada Ltd.
LENSES • CAMERAS • MICROSCOPES • BINOCULARS

19057

more and more 35mm
SLIDE FANS AGREE:
best way to
VIEW...
OPTA-VUE "35"
SLIDE VIEWER

WORLD'S
FINEST 35mm VIEWER!
9X area magnification!
$7.95
incl. batteries
With Slide File Carry Case $9.95
best way to
FILE...
OPTA-VUE "300"
35mm SLIDE FILE

KEEPS PRECIOUS SLIDES SAFE FOREVER!
Capacity: 300 slides! Available in decorator colors!
$2.95
best way to
MOUNT...
OPTA-MOUNT
"LP-35"
SLIDE BINDERS

LIFETIME PROTECTION FOR YOUR SLIDES! Prevents scratches, smudges, deterioration! Packed 20 to the box, including glass.
$1.95
OPTA-VUE
for complete details, WRITE:
OPTICS MANUFACTURING CORP.
Amber & Willard Sts., Phila. 34, Pa.

Coffee Break
WITH THE EDITORS

THIS MONTH'S COVER • • •

This month's exposure issue is authentic right from the start. The reading indicated on the meter for model Sandy Brown's face was the one actually employed by Photographer Wingate Paine. Exposure finally decided on was 1 sec. at f/11 on Ektachrome with daylight illumination. Paine's studio is a natural for available light color, with a tremendous skylight and one wall that's all glass. Actually, the shot was underexposed by using a higher exposure index for the film and then compensating for it in processing. The technique was deliberate to obtain increased contrast. By the way, the male model who showed up for the meter-holding role was a nail-biter, so MODERN's art director, Ernest Scarfone, jumped into the gap—sans model fee.

PICTURE MISSING WITH THE EDITORS

While it's been adequately established that a lens cap over the camera lens is a distinct disadvantage when taking pictures, this theory doesn't necessarily hold any fears for MODERN's editors. Each at some time has made excellent pictures with the lens cap on. They don't come out, of course, but you can't blame an editor for experimenting.

Eye-level reflex camera owners have proudly insisted that their camera's design (looking directly through the lens to focus) makes it impossible to take a picture with the lens cap in place.

It was with some horror and astonishment that a group of MODERN's single-lens reflex enthusiasts watched one of their number raise a 35mm reflex camera to her eye and press the shutter release at the recent International Photographic Exposition in Washington. The lens cap was firmly in place. How was it done? Simple. A Praktina was used. Instead of viewing through the eye-level prism finder, this editor forgot and used the built-in auxiliary 50mm optical finder. Unfortunately there just isn't a built-in auxiliary taking lens and built-in auxiliary film behind it. Maybe next year's model.

A TIME TO REMEMBER • • •

A few weeks ago, as we watched the steam crowding out of the top of a sugar house in Vermont, and emptied

(Continued on page 14)

ATTENTION . . . ALL PROFESSIONAL PHOTOGRAPHERS!

Coming soon . . . a dynamic, new magazine edited solely for the photographer in industry, business, and science. Highly technical, written and edited by experts in the field, this magazine will stress, with the aid of original visual techniques, how-to-do information, new uses of equipment, and new applications of photography as a tool in industry. A free sample of this unique magazine is yours for the asking. To reserve your copy, please fill out the convenient coupon below, attached to your letterhead, and mail it today.

Editor, Dept. 757
Magazine X, 10th floor, 33 West 60th St., New York 23, N. Y.

Name .....Title or Position.....

Company Name .....

Address Home ☐
Business ☐ .....

City ..... Zone..... State.....

EASY AS 1-2-3

with Contaflex III or IV

The new Contaflex models, with convertible f/2.8 50mm Zeiss Tessar lens and shutter speeds to 1/500, are most versatile cameras. Their quick-change component lenses give them greater scope than ever.

The 85mm f/4 Pro-Tessar tele component almost **doubles** the size of your subject. Great for sports, landscapes, architecture—and for portraits, too.

The 35mm f/4 wide-angle Pro-Tessar component embraces an angle of view of 60°. It is just what you need to cover a lot of ground. You'll also find it ideal for candid shots, in which great depth of field is desirable.

Both lenses are in bayonet mount for rapid, accurate interchange with the front element of the camera lens. No extra accessories needed.

Inexpensive slip-on Proxar lenses permit parallax-free close-ups from 39″ down to 6″ with the camera hand held.

At all times you enjoy the speed and accuracy of the ingenious Contaflex focusing system, which combines both ground-glass and split-image rangefinder. And while focusing, you have a brilliant view of your subject—unreversed and in almost natural size. No parallax problems ever! . . . At leading dealers.

Write for Contaflex booklet.

CARL ZEISS, INC., 485 Fifth Avenue, New York 17

CONTAFLEX III

Contaflex IV has a built-in exposure meter.

COMPONENT LENSES in handy leather case.

ZEISS IKON

New Contaflex

COFFEE BREAK

(Continued from page 12)

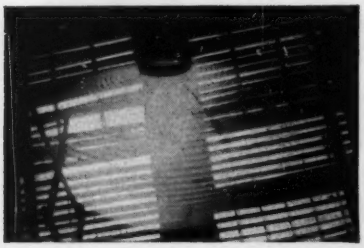
sap from maple trees into a large tractor-drawn tank, we wondered about the sights that inspire man to record events in pictures. Not necessarily world-shaking news-moments. But those domestic scenes in country and city, wherever each of us lives. Trite? Sentimental? Perhaps. But repetition and sentimentality are not *always* derogatory.

We were reminded of crude paintings, of maple-sugaring in times gone by, when the buckets were hand-made from wood instead of machine-spewed in plastic. And we were pleased when we saw a camera round the neck of the chief syrup-boiler.

Sunlight still sifts down through the barely-budding trees in early spring; a man still works very hard. We hope he will continue to take enough time to record the sights with which he is infinitely familiar, whether he's using the fixed-focus lens of an inexpensive camera, or a motor-driven wonder that can register three sap buckets per second.

OUT OF THE CAMERAS OF BABES • •

Lorelie Ehrlich is a 7½-year-old. We think that she shows signs of some day being a rather remarkable photographer. Seems that her father presented Lorelie with a $4 box camera, and instructed her in its operation. "Don't forget to wind the film after



As Lorelie saw it. . .

each shot," she was told. Lorelie wanted to know what would happen if she didn't. Her father issued ample warning about double exposure and Lorelie took off on her first photography tour. Some time later, Lorelie reported back. She had decided to experiment a bit—and shot a double exposure on purpose. We think the result is pretty good.

THE NAKED EYE • • •

We think you should see *The Naked Eye*, a film about "the fun and art of photography." Here is the first instance, we feel, of a film that successfully captures the business of taking pictures, whether it's someone shooting vacation snapshots with a box camera, or the serious photojournalist after a story. Produced, written, and directed by Louis Clyde Stoumen, *The Naked Eye* employs the normal movie

(Continued on page 16)

U.P. photo by Sid Birns

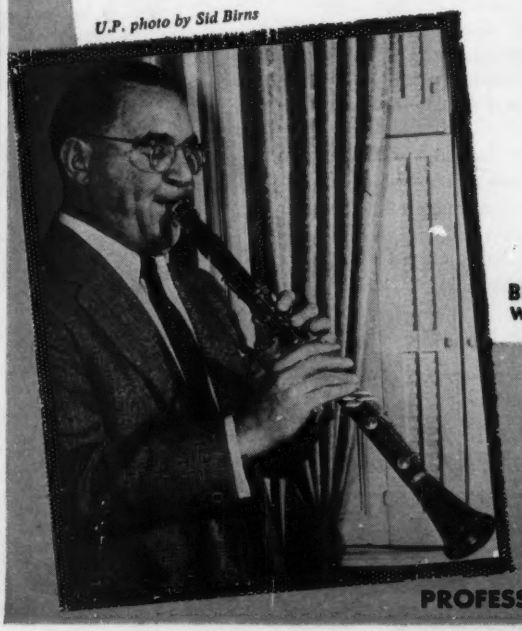
AVA GARDNER
co-starring in
"THE LITTLE HUT"
in color
A Herbson S. A. Production
A Metro-Goldwyn-Mayer Release

Recently in a letter to NYI Successful United Press Staff Photographer SID BIRNS had this to say:

"Photographing bathing beauties, glamorous movie stars, political and foreign dignitaries, exciting news events as they happen—it's all in my day's work as Staff Photographer for United Press. And NYI made it all possible by helping me become a versatile, well-rounded photographer, competent in handling any assignment that comes my way!

"Photography was only my hobby until I served with the Army. After my discharge, I knew I had to find my life's work. NYI supplied me with a solid background that can't be beat at any price. During the seven years in my present job, I have worked with every kind of camera everywhere in the world. NYI training made me equal to every challenge, eliminating trial-and-error with solid know-how. Photography has not only been a good money-maker for me, far above the average, but a constant source of happiness and fulfillment."

U.P. photo by Sid Birns



Note to those living on a budget: NYI tuition fees are surprisingly moderate.

VETERANS:
Both Resident and Home Study Courses Approved for Veteran Training

BENNY GOODMAN
World Famed Musician

READ ALL ABOUT THE DOZENS OF WAYS YOU CAN MAKE MONEY WITH YOUR CAMERA AND NYI PROFESSIONAL TRAINING

You Can "STAR" *in* PHOTOGRAPHY

NYI

SHOWS YOU HOW!

U.P. photo by Sid Birns

We Prepare You For:

1. ***Exciting Free-Lance Work***
2. ***A Well-Paid Staff Position***
3. ***A Thriving Studio Of Your Own***
4. ***Substantial Spare-Time Earnings***

The success story of NYI graduate Sid Birns, now a Staff Photographer with United Press, is just one among hundreds of similar success stories in our files. He has photographed many of the top figures in the entertainment field, in addition to some of the best-known people in politics, business and the world of art whose names and faces hit the front pages regularly. His pay is well above average—and his future is secure!

About Ourselves: New York Institute of Photography has been training men and women of all ages for almost half a century. The reputation of a school rests on the success of its graduates. Many of the greatest professional photographers of today are ambitious men and women who, with little or no previous experience, were trained for success by our unique *Learn By Doing* methods, which have made New York Institute of Photography one of the most famous training centers in the world. Our photographic training techniques have now become standard practice.

The NYI Home Study Course is truly a revelation. Each of the many separate printed lessons is beautifully illustrated and substantially bound and becomes a part of your permanent library. Every student receives not just mimeographed form letters, but individualized attention based on certain definite needs and problems. From time to time throughout the Course, they get definite, interesting photo assignments which are followed up with helpful criticism, personal advice and constructive ideas for the improvement of their work. The recognized authorities who collaborated on our Home Study Course have presented the material so clearly—step-by-step—that it is almost the equivalent of Personal Attendance Training. Ask any NYI graduate!

WRITE TODAY FOR FREE BOOK!

Earn While You Learn—without taking a day off from your present job!

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 St., New York 1, N. Y.

All NYI Instructors are seasoned professionals, licensed by N. Y. State Department of Education.

NATIONAL HOME STUDY COUNCIL ACCREDITED

47th YEAR

Approved Member, National Home Study Council
America's Oldest and Largest Photography School
Approved by State of New York
Leadership Since 1910

SEND FOR YOUR FREE
47th Anniversary Photography Book Packed with endless exciting photos by NYI graduates. You'll learn how You can quickly qualify for a profitable "star role" in this booming, zooming profession!

RESIDENT TRAINING COURSES Visit, write or phone our Resident School if you prefer On-the-Spot training. Your choice of four regular courses or special short-term courses, tailored to your individual requirements. Complete facilities include 14 studios, 18 streamlined labs, glamorous models, all types of cameras, and the finest up-to-date Speedlight and Color equipment. Day and night sessions. Co-ed. Surprisingly low tuition fees! Deferred payment plan. Free Placement Service.

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.

Please send me complete information regarding:

☐ Correspondence Course ☐ Resident Training

Name .....

Address .....

City..... Zone..... State.....

☐ Check here if eligible under G.I. bill.

THE
HASSELBLAD
IDEA

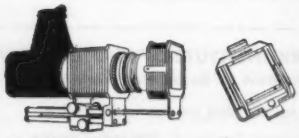
Interchangeable Magazines — switch from color to black and white
Magazine #12 — 120 roll film
12 exposures, 2¼" x 2¼", $83.50
Magazine #16 — 120 roll film
16 exposures, 1⅝" x 2¼", $89.95
Cut film adapter back, $17.35
Cut film holder, $7.10

Zeiss Distagon, Wide Angle Lens 60mm, F:5.6, $189.50

Zeiss Sonnar, Long Focal Length Lens 135mm, F:3.5, $279.50

Zeiss Sonnar, Telephoto Lens 250mm, F:5.6, $299.50

Magnifying Hood (2½ power, focusing), $35.75
Microscope Adapter, $24.00



Extension Bellows (extension from 75 to 205mm), $115.50
Transparency Copy Holder, $33.75

Interchangeable magazines and lenses..... now reduce every photographic assignment to one basic camera — the Hasselblad 1000F Single Lens Reflex. You can set it up for virtually every shot known to photography in about seven seconds!

For maximum versatility, the Hasselblad offers such accessories as a single cut film adapter back, transparency copy holder, special sports viewfinder, magnifying hood, microscope adapter and extension tubes.

Precision-made in Sweden, the Hasselblad 1000-F is $379.50 with 80mm f:2.8 Zeiss Tessar lens. For literature and name of the Hasselblad Dealer nearest you, write us today in care of Dept. 17H.

PAILLARD Inc., 100 Sixth Ave., N. Y. 13, N. Y.

HASSELBLAD

COFFEE BREAK

(Continued from page 14)

live-action image along with some of the best photographs by such photographers as Weegee, the news photographer; Alfred Eisenstaedt, Margaret Bourke-White, photojournalists; and Edward Weston. It shows these photographers at work making photographs, tells what they think about pictures, and what photography means to them. Two of the most striking elements in the film are the sequences dealing with Weegee and Weston. The contrast between the work of these two is almost fantastic. Weegee's photographs exhibit the city as seen from the vantage point of New York's Bowery and Broadway. Weston's photographs are of a world of form, beauty, and poetry that lay undiscovered until he found it with his camera.

The film, also, will probably go down in movie-making history for quite another reason. For the first time, the Hollywood Production Code Seal has been granted to a film showing total nudity. The nudes are those photographed by Weston on California sand dunes. The exception to the code was made on the basis that Weston's photographs are art.

A final reel is in color, despite the fact that most of the film is shot in 35mm black-and-white. The reason: to show the color photographs that Weston began taking late in life. Narration by Raymond Massey is devoid of frills, and the subdued delivery permits the visual effectiveness of the film to come through. The musical score by Elmer Bernstein runs from symphonic arrangements to jazz, and while it is striking, it never overpowers the film.

A GIFT FROM *MODERN* TO YOU • • •

MODERN's editors have put together an exposure aid package that's yours just for the asking. For details see *page 108.*

COMING NEXT MONTH • • •

The August issue of MODERN is going 35mm in a big way. The special problems attached to shooting 35mm will be discussed by leading exponents of the size. What's more, there will be what the editors think is the definitive discussion of eye-level single-lens reflex and rangefinder cameras. Topping off the issue will be a picture section showing some of the finest 35mm photographs available. If you own a 35mm camera or plan to buy one, you can't afford to miss the August issue.

Konica III Shattered the Fable that a Luxury Camera Must Cost Over $300!

Now...

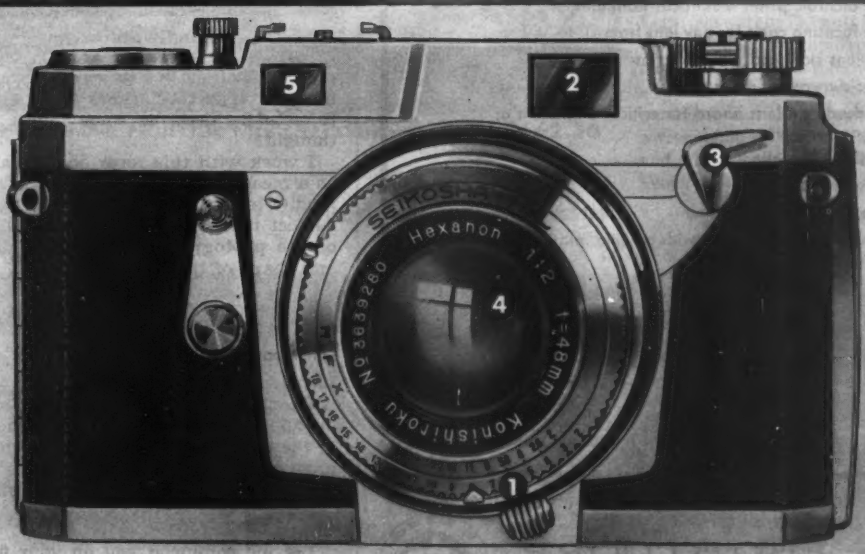
KONICA III is BETTER THAN EVER!

When Konica III was introduced, it revolutionized the industry by upsetting the traditional high cost of owning a luxury "35". How did we accomplish this? By simply *eliminating* the one feature so rarely used, but so heavily paid for—*lens interchangeability!* In every other pertinent respect, Konica III embodied *all* the precision details and luxury features of its $300 counterparts.

But new Konica III is *even better than ever!* We've added the new MXL light-value shutter (a single number sets everything!), and a bigger, brighter view-rangefinder with a rectangular viewing window and bright field outline. If you think the original Konica III made history, wait until you see *this* model, at your Franchised Dealer!

With These Important "Firsts"!

1. **First!** Light Value MXL Shutter; speeds to 1/500th second and full synchronization, even with built-in self-timer!
2. **First!** Rectangular range-viewfinder eyepiece, brighter because it's bigger and the same shape as your film frame!
3. **First!** Front-of-camera advance lever . . . easiest, fastest position permits sequence shots without removing camera from eye position!
4. **First!** Highest resolution 6-element Hexanon f:2 lens, worth the price of the complete camera itself!
5. **First!** Complementary-colored range-finder image permits accurate focusing even in the darkest areas in which you can use your high speed lens!



Other cameras may have some of the Konica III features, but Konica's integration of all these features puts it in a class by itself!

Now Only $124.75 plus case

KONICA CAMERA COMPANY, 76 WEST CHELTEN AVENUE, PHILADELPHIA 44, PA.
IN CANADA: 1648 W. 4 Ave., Vancouver 9, B. C. IN VENEZUELA: Seijiro, Apartado 3179, Caracas
Mfg. by KONISHIROKU PHOTO IND. CO., LTD., TOKYO

For Commercial, Architectural, Industrial, Spot News, and Magazine Photography!

SUPER TECHNIKA · IV 4x5

At last you get—in just one superb 4X5 camera—all the professional features you will need for virtually any photographic task.

NEW lens-axis tilts and swings

NEW extra bright dichroic prism Multifocus Rangefinder

NEW easy-change focusing cams for any lens from 90 to 360mm

NEW quick-ready lens standard pull-out grips

NEW adjustable fold-away infinity stops

NEW large U-standard and lens board for critical alignment of big modern lenses and shutters

NEW adjustable distance scales

NEW mount for Kalart Focuspot

NEW positive zero locks for back frame

NEW improved Universal Back for use with cut film, plates, film packs, film magazines, roll film holders

NEW Anatomical Hand Grip for rock-steady hand-held shots.

PLUS rotating, swinging and tilting interchangeable back; triple extension (17") bellows; drop bed; lateral lens shift... and all the other famous LINHOF features. Your present lenses may be installed. Wide choice of finest quality-approved lenses available. **SUPER TECHNIKA IV 4x5 without lens, $499.50**

Linhof Corporation of America

See your LINHOF Dealer for a demonstration of this outstanding camera, or write:

SOLE U. S. DISTRIBUTOR

KLING PHOTO CORP.

257 Fourth Ave., New York 10, N. Y. • 7303 Melrose Ave., Los Angeles 46, Calif.

LINHOF is a member of the Kling family of fine West German photographic products.

LETTERS TO THE EDITOR

Ideas in Space

Sirs:

The idea of "free space abstracts" is not new, but I feel that they are a very definite form of self expression in the photographic medium.

To produce the abstracts, I work at night in a darkened room. The camera is placed on a tripod at one end of the room, and set at f/5.6 with a range setting of about ten feet. I open the shutter and then proceed to swing a small

Thunder Storm

pocket flashlight in a series of arcs and lines in space. At times I attempt to actually describe some object or thought.

I work with this form occasionally as a means of expression which is not readily available with more "normal" subject matter. Only the imagination of the photographer limits the form and shape of the designs.

APO, New York
Capt. Raymond L. Lindberg

One Foot in the Ocean

Sirs:

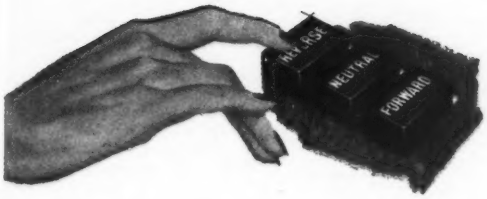
I could not help but notice the wonderful photography of Anita Ekberg in the April issue of MODERN PHOTOGRAPHY . . .

Northampton, Mass. Stephen Barber

Sirs:

Let me commend you on your fine presentation of timely and enlightening and up to the minute articles. I

(Continued on page 21)



NOW!

PUSH BUTTON PROJECTION

WOLLENSAK "715"

8MM MOVIE PROJECTOR

"715" 8MM MOVIE PROJECTOR WITH SELF-CONTAINED SPLICER, **$162.50**

It's so easy to show home movies!

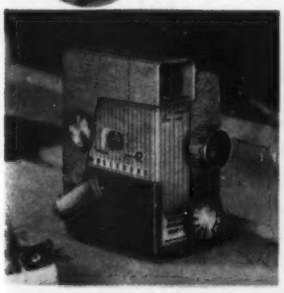
Now you can show home movies with the touch of your finger! Press a button and your scenes spring into life with clarity and brilliance. Press again to reverse the film. Or, to linger on a particular scene, press the neutral button. It's that easy. So simple, a child can do it.

In addition, there's WOLLENSAK's famous "Wide-Scope" Lens; 500 watt or 750 watt illumination; swing-open gate for easy threading; rapid rewind and rheostat speed control; self-contained removable film splicer; handsome carrying case with retractable handle and built-in compartment containing three 400-foot reels. There's even a receptacle for automatically turning room lamp on and off with the projector. See the WOLLENSAK "715" Projector at your authorized WOLLENSAK dealer soon.

WOLLENSAK

WORLD RENOWNED FOR FINE OPTICAL EQUIPMENT SINCE 1899

WOLLENSAK OPTICAL CO. • CHICAGO 16, ILL.



"42" 8MM MOVIE CAMERA—13mm f/1.9 Cine Raptar Lens. "WEATHER-EYE" exposure dial; built-in filter dial system; easy drop-in film-spool loading; "Picture-Window" view-finder; long-run motor. Tax inc. $69.50

"43" 8MM TURRET MOVIE CAMERA—Same features as "42" with sensational f/1.9 3-lens system turret with 13mm Normal lens plus conversion units in turret to form a 9mm wide-angle or 32.5mm telephoto. Tax inc. $99.50

"815" 2x2 SLIDE PROJECTOR—Completely automatic; nothing to attach. Shows (35mm, bantam or 1½"x1½") slides, all by itself; 5" F/3.5 lens. With self-contained carrying case, extra lens and 7 magazine trays. . . $149.50

"1500" HI-FIDELITY DUAL-SPEED TAPE RECORDER—6½"x10¼"x11¾"; weight 18 lbs. 10 watts push-pull output; Balanced-Tone, keyboard control. Complete with microphone, 2 reels, tape and cords. $189.50

MARTY BAUMAN TELLS:

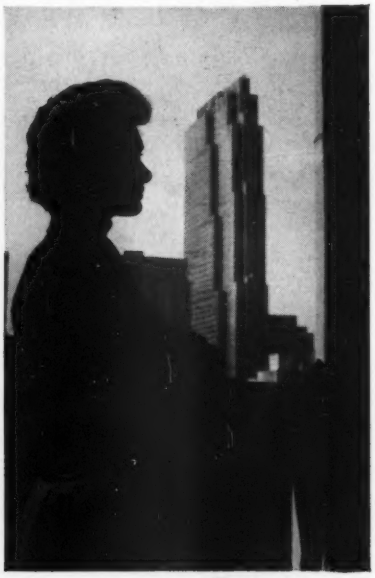
Marty Bauman has been a professional photographer since 1934, the year after he was graduated from Lehigh University. Thousands of his photographs have been published in magazines both in advertising and editorial form.

"HOW I GET THE EXPOSURE EFFECTS I WANT..."

. . . using a Rollei, loaded with Kodak Verichrome Pan Film, with available light, high in a Manhattan Office Building.

(a) 1/50 sec. f:3:5

(b) 1/50 sec. f:6:3



(c) 1/50 sec. f:11

Negative Development • Kodak Microdol, 12 minutes @ 68 degrees

PROBLEM: To obtain three distinctly different photographic results under available light conditions, with the same model in exactly the same location.

SOLUTION: Using my G.E. Guardian Exposure Meter, I set in the A.S.A. Index for the film, pointed the Guardian toward the model from camera position, pressed the button on my Guardian and in less than 5 seconds got the exact lens settings for the shutter speed I wanted to use.

THE RESULTS: (a) visual emphasis on model, with full detail in both highlight and shadow areas: (b) sharply defined contour emphasis of model's profile yet retaining full range in face, with rich middle-tones and dramatic black shadows: (c) Low-key, with profile silhouette, minor low middle-tone detail and dramatic shadow emphasis.

in **5** *seconds...*

EXACT LENS SETTING

for perfectly exposed pictures

GUARDIAN

EXPOSURE METER

Ask your photodealer to show you the G.E. Guardian and how easy it is to get the exact lens settings for perfect exposure, every time under every condition. For complete folder, write Sect. 583-33A, Instrument Dept., General Electric Co., West Lynn, Mass.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Instrument Department, General Electric Co., West Lynn, Mass.

LETTERS TO THE EDITOR

(Continued from page 18)

have been pleased with their high quality, and have gained considerable knowledge from the contents of MODERN PHOTOGRAPHY.

However, the April issue is a sad let-down to me, for one. "Glamour," as exemplified in the April issue, is a low blow to a great hobby and science. Let us use this great medium of photography to edify ourselves and others. Help us through constructive articles to improve our own work and to climb upward—not downhill.

Cranston, R. I. George J. Horn

P.S. Please publish.

Sirs:

Aren't Preston's pictures of Ekberg the same old junk? A girl in a negligee with her foot in the ocean? If I actually saw a girl in a negligee getting her feet wet in any ocean, I'd immediately assume that she was crazy. Girls don't do such things, yet. They wear bathing suits to go in the ocean, in case you didn't know.

Schenectady, N. Y. Edward Repka

• *Oh.—Ed.*

Latest Last Word

Sirs:

I have been reading "The Last Word" in the February issue of MODERN PHOTOGRAPHY and enjoyed it very much.

I would like to add something to the letter about Adox film by Capt. Ray Truex, Jr. I discovered Adox KB-17 when Kodak discontinued their old Plus-X. Through a little experimenting I found that I can rate it at ASA 64 by developing in Promicrol, and ASA 160 and 320 by using FR X-500. Following is the developing data:

ASA 64 Promicrol 8 minutes
ASA 160 X-500 diluted 1-10 10 minutes
ASA 320 X-500 diluted 1-3 10 minutes

Since discovering this film-developer combination I have used it for all my available light work, and have several 11 x 14 prints enlarged from a quarter inch of negative rated at 160 with absolutely no grain. I prefer to use the 160 rating.

I am a faithful reader of this magazine—keep up the good work.

Brandon, Man., Canada A. C. Best

Spokesman for a Small World

Sirs:

I do not like your attitude to children in your magazine. I am 10 years old and I use a 2¼ x 3¼ Speed Graphic, and am very capable of using it. In your magazine you express the child as a simple, silly human. Please be more considerate of the feelings of kids. All my friends agree that we are not what you think we are.

Cleveland, Ohio Chris Clark

THE Diax IIb IN PERFORMANCE PRECISION PRICE

Challenges any Comparison

See for yourself:	DIAX IIb	Camera B	Camera C
1. ONE-Stroke *rapid* winding Lever	✔	NO	✔
2. *Complete* range of FULLY INTERCHANGEABLE top quality lenses, made by SCHNEIDER, Germany	✔	NO	NO
3. ALL lenses couple to *single-window* Rangefinder /Viewfinder	✔	✔	NO
4. Lenses have *highest* Resolving Power, *large* apertures	✔	NO	NO
5. Low priced *wide-angle* lens (35mm f/3.5) and *portrait* lens (85mm f/4.5)	✔	✔	NO
6. *Built-in* Viewfinder for 85/90mm lenses	✔	NO	NO
7. Extreme telephoto lens (135mm f/4)	✔	NO	NO
8. Indestructible SYNCHRO-COMPUR Shutter with clickstops: 1-1/500th sec., B(T), Selftimer, MX Synchronization at *any* speed	✔	NO	✔
9. ONE set of *coated* glass filters and ONE lens shade fit ALL lenses	✔	NO	NO
10. Very compact Compartment case (6x9x3½") holds camera *plus* all lenses and accessories	✔	NO	NO

Karl HEITZ Inc.
HIGH PRECISION PHOTO EQUIPMENT
Binoculars • Microscopes • Instruments
480 LEXINGTON, NEW YORK 17, ELdorado 5-5691

YOU GET ALL THESE FEATURES OF A HIGH PRICED 35mm CAMERA . . . AT A FRACTION OF THE PRICE!

DIAX IIb
w/Isconar 50mm f/3.5 ..... $99.50
w/Xenar 50mm f/2.8 ..... $119.50
w/Xenon 50mm f/2 ..... $149.50

Diax Ib
Same as DIAX IIb but with third View finder for 35mm wide angle lens instead of Rangefinder. With Westar 50mm f/3.5 lens $69.50

THE DIAX-SYSTEM: A NEW PHOTOGRAPHIC STANDARD FOR HIGH PRECISION, TOP-QUALITY OPTICS, AND UTMOST VERSATILITY-AT LOWEST POSSIBLE COST.

See your franchised DIAX dealer today or write for free illustrated brochure. MD-7

new *fR* EXPOSURE METER
with LIGHT MAGNIFIER and matched cases, $9.95

Exclusive FR Light Magnifier adds 400% to meter sensitivity! You just plug it in when the light is weak! Completes your exposure range for all films from brightest sunlight to dimmest indoor light conditions. Easy-reading scale simplifies exposure settings. Exciting, compact design — amazing light weight — guaranteed accuracy! And all this — at the never before low price of .... $9.95 COMPLETE

for still and movie photographers

ASA: 10 to 6400 LENS: F1-F22 LVS: 3 to 17 SHUTTER: 8 sec to 1/1000 CINE: 8 to 64 fps

THE FR CORPORATION • 951 Brook Ave., N. Y. 51, N. Y.

New Photo Books

LIVING LEICA, the Picture Handbook of Leica Photography, by Dr. Walter Kross, 188 pages, 120 pictures and much text. Published in Germany, distributed by E. Leitz, Inc. New York, $6.50.

You need only begin this book to discover that Walter Kross loves photography, that of all kinds of photography he likes 35mm best, that of all 35mm cameras he is most in love with the Leica, that of all the characteristics of the Leica, he admires most its ability to take sharp pictures.

The book is loaded with Leica pictures of such technical virtuosity as to be startling. There is a big and complete section of text material, explaining Leica techniques. Altogether, a book which Leica owners would like to have around the house.

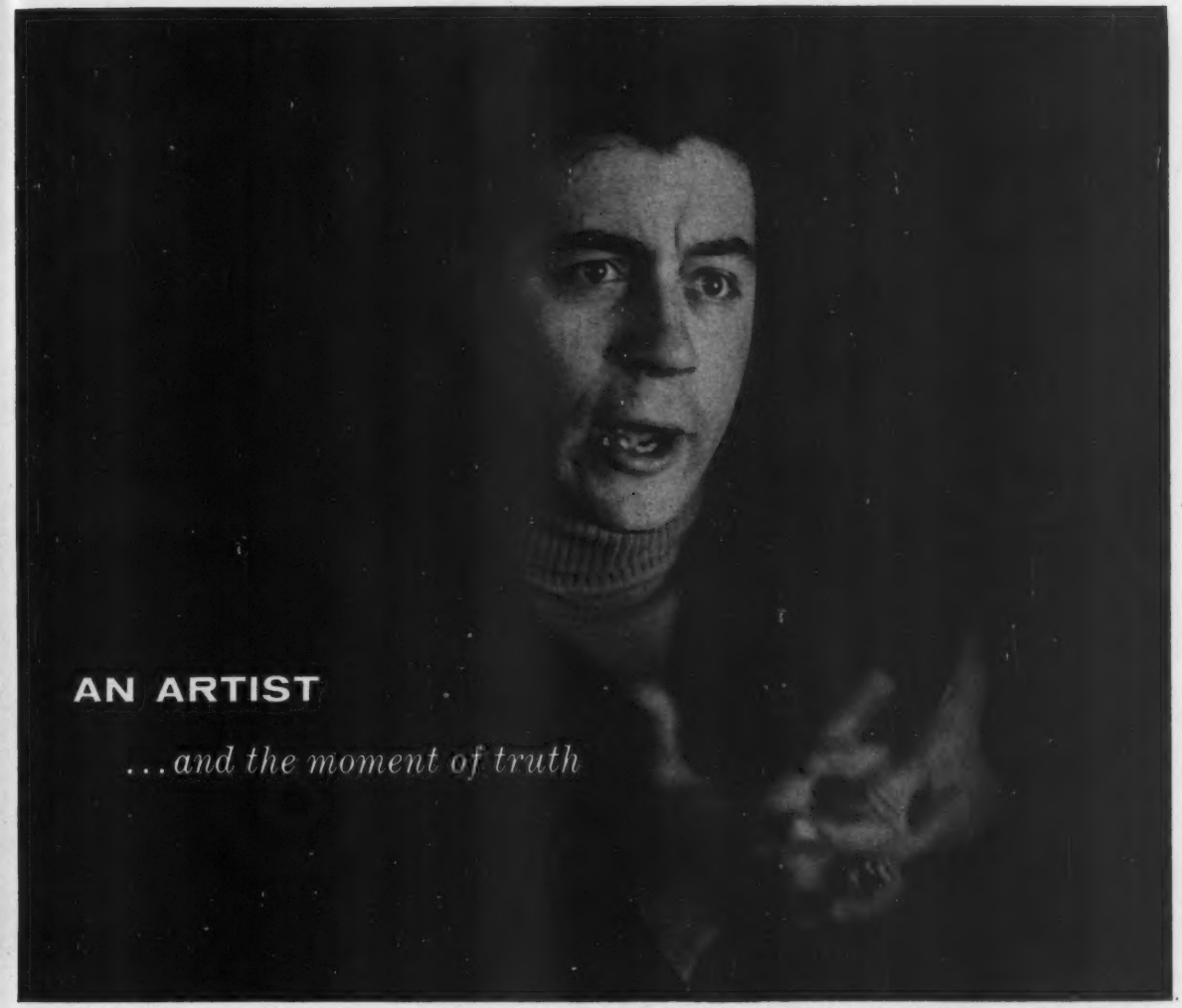
However, it seems to us that in selecting the pictures there was just a bit too much attention paid to the technical abilities of the Leica and not enough to its capacity as an extension of the photographer's eye—which it is, in the hands of a Cartier-Bresson or an Eisenstaedt. This is a wonderful book about the Leica, but not quite about the Living Leica.—J. W.

HELPING YOUR CHILD'S EMOTIONAL GROWTH, A Pictorial Guide for Parents, by Anna W. M. Wolf and Suzanne Szasz. 305 pages, profusely illustrated. Doubleday Company, Inc., Garden City. Price $5.

Here is page after page of proof that the picture tells the story better than any words can do. But the subtlety of the stories portrayed in this book was a challenge to even so gifted a photographer as Suzanne Szasz. However, she came through with pictures that illustrate and express the aims of the excellent text. A wide range of problems and situations, common to all parents, is dealt with in picture stories and accompanying text, with subject matter covering infancy through the pre-school years.

The book's introduction is by Dr. Milton J. E. Senn, Director of the Yale University Child Study Center. The text and picture captions are by Anna W. M. Wolf, a staff member of the Child Study Ass'n. of America, former Child Care Editor of the *Woman's*

(Continued on page 24)



Seconds tick by. Moments seem like hours. Then suddenly you feel the elements fusing. The subject — the pose — the angle — the mood — and the lighting begin to blend. Almost instinctively, you *feel* the picture.

And you tense.

Suddenly, the expression begins. It starts slowly. A mere hint. Then it bursts. At that moment of peak expression — you shoot!

Confidently, you know that a picture has been made.

Then, slowly, the return begins. You thank the subject. You smile, perhaps even light a cigarette. The tension eases.

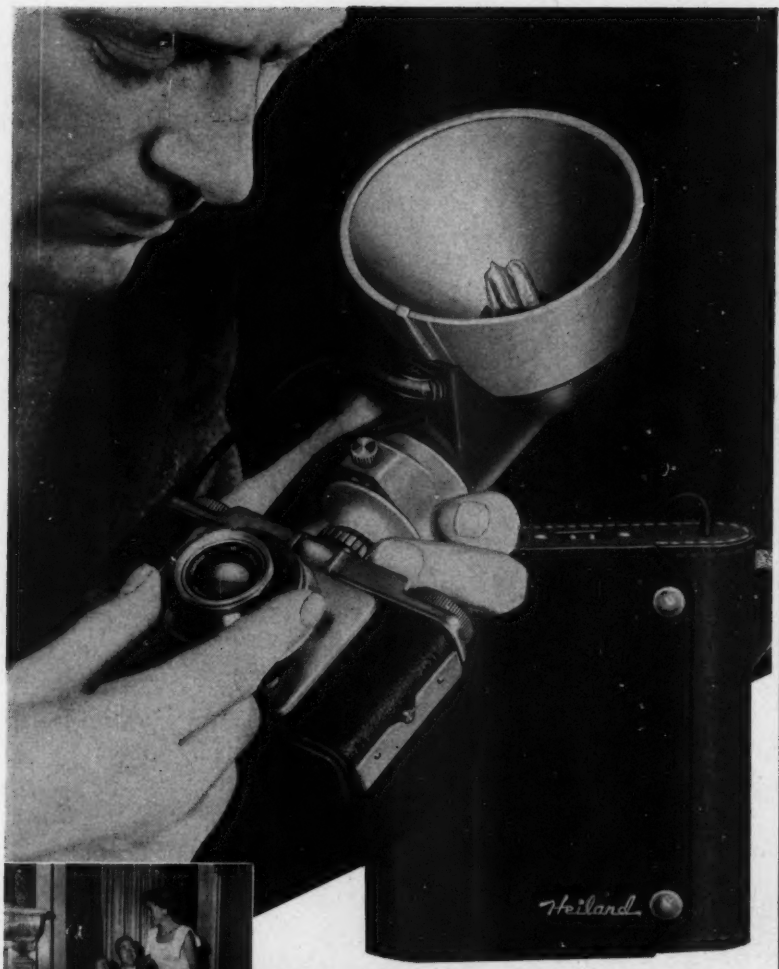
Almost absent-mindedly you handle your Nikon. And you appreciate the way it frees you to climb the heights of creativity, with the assurance that at the moment of truth, you and your Nikon are one.

NIKON S-2

the Fastest Handling '35' in the Field

For complete details, and free booklet "35mm Photography — a New Art" write to Nikon Incorporated, 251 4th Ave., New York 10, N. Y., Dept. MP-7

NIKON PHOTOGRAPH BY MARTIN GREENE



Taken the modern way with Pressmaster lamphead. Note even illumination.

Taken the old fashioned way with ordinary reflector. Note "hot spot", dark corners.

*Trade Mark

Heiland Strobonars

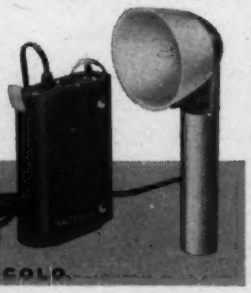
MEAN BETTER PICTURES

Only the Pressmaster* lamp head, exclusive on Strobonar* electronic flash units, combines modern miniature design with even, corner-to-corner light distribution. Heiland Strobonars give you sparkling, clear pictures with no "hot spot" or dark corners.

Strobonars are the ultimate in convenience as well as performance. The most compact and lightweight available, they operate on 80c worth of batteries or ordinary household current and flash your pictures for less than 1c each.

See them at your photo dealer's or write for free booklet.

Strobonar 62-A for accessory clip mounting (*shown above on Heiland PREMIERE* Camera*); **61-A** for bracket mounting (*at right*). Either... **$59.95**



Heiland

A DIVISION OF HONEYWELL

5200 EAST EVANS AVENUE • DENVER 22, COLO.

NEW PHOTO BOOKS

(Continued from page 22)

Home Companion, and a long-time leader and writer in child-parent relations.

This book is an example of the picture story at its best. In the skillful hands of photographer Suzanne Szasz, everyday events and problems in real life families take on a special significance, a poignant feeling, that cannot fail to deepen the understanding of any parent. With her unique ability to photograph the feelings of children, Miss Szasz translates the soundest teachings of the child-study experts into easily grasped ideas and attitudes for parents' guidance.

In her *Photographer's Note,* Miss Szasz emphasizes how important it is, in this type of picture story, to try to photograph as if there were no photographer there at all.

To make herself as inconspicuous as possible, Miss Szasz keeps her equipment to a minimum, makes use of available daylight, uses no hot lights, no tripod. She uses a Rolleiflex almost exclusively; one type of film; one developer for indoor pictures; a fine-grain developer for outdoor pictures.

—MAJA BERNATH

Mrs. Bernath, photographer and author of several articles on child care, was formerly editor of Mother and Baby.

EUROPE IN COLOR, by the Editors of *Holiday*. 192 pages, 185 color illustrations. Hard cover, Curtis Publishing Co., Philadelphia. $7.50.

In recent years there has been a rash of picture books about Europe. Most of these have been devoted to a specific country or area and to its enthusiasts. Most have been illustrated with beautifully reproduced black-and-white photographs. Most have been very expensive.

None of this is true of *Europe in Color*. This book is aimed at and is of value to the first-time voyager. Tours are outlined, places of special interest are pointed out. The scope of the volume, the number of countries it includes, confines it to a somewhat sketchy coverage of any single area. The illustrations themselves, all of which have appeared in *Holiday* during the last ten years, are credited to an impressive list of photographers including Cartier-Bresson, Duncan Edwards, Jean and Tom Hollyman, Arnold Newman, Sabine Weiss, Erich Lessing, and Ewing Kranin. Some of these photographs are breath-taking; some, like so many travel pictures, resemble post cards.—P. C.

Take the snags out of shooting! Send for MODERN's gift exposure guide. Details on *page 108*.

MORE THAN EVER...

The trend is to 35-mm single lens reflex cameras

We are proud to present

The Distinguished 35-mm

EXA

Created by the makers of the famous Exakta . . . embodying most of the advantages of the celebrated Exakta . . . and priced at only $79.50 complete with F/2.9 coated lens with pre-set diaphragm!

Now, for the first time, you can be the proud owner of an Exakta-factory produced camera at a popular price, with a choice selection of Telephoto and Wide Angle lenses to suit your purse. The Exa is the answer to millions of photographers who want to own a precision single lens reflex camera . . . the camera that assures you that the picture you see in the viewfinder is exactly the same as the one you get on film — precisely recorded, nothing missing. Telephoto and Wide Angle lenses are quickly interchangeable with the Exa. Every time you change lenses, in effect you not only create a new camera, but you preview on the ground glass (without adding additional viewfinders) the picture you will get when using a Telephoto, Wide Angle or Normal lens—a feature which is not offered in any other camera system! Most Exakta equipment is interchangeable with the Exa, including extension tubes, bellows extensions, microscope adapters and many other accessories.

Exa with Waist level reflex finder and 50-mm, F/2.9 Meritar Lens with Pre-set Diaphragm $79.50

Exa camera, body only, with Waist level reflex finder. $59.50

100-mm F/4.5 Isconar Telephoto Lens (pictured on Exa) $25.00

100-mm F/2.8 Meyer Trioplan Telephoto Lens. $59.50

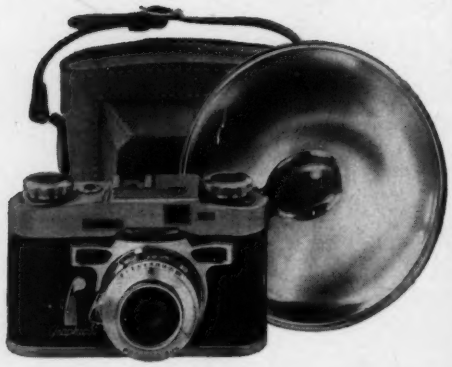
35-mm F/4.5 Meyer Primagon Wide Angle Lens. $59.50

We invite you to inspect the famous Exa equipment at your dealer. Free, colorful Exa brochure on request.

EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.

Exclusive Factory Appointed Representative in the U.S.A. for Sales & Service of Exakta and Exa Cameras

A PACEMAKER



Graphic® 35 WITH PUSH-BUTTON FOCUSING

If you want a camera that's easy to use, choose the Graphic 35. You just squeeze the Push-Buttons to focus. The coupled split image rangefinder lets you see precisely when the subject is in focus. Exclusive Spectramatic Flash Settings help you select the correct aperture setting, without arithmetic, for any flash picture.

Graphic 35 (f/3.5 lens)	$77.50
Graphic 35 (f/2.8 lens)	87.50

Ampro®

HI-FI TWO SPEED TAPE RECORDER

True Hi-Fi sound reproduction with 40 to 15,000 cycles per second response through special 2-speaker or by-pass circuit. Completely solenoid operated controls for stop, start, rewind, record and fast forward give instantaneous, trouble-free action. Accessories provide for remote controlled stop, start, record and rewind. Can be used as an efficient office dictation and transcription machine.

Ampro Hi-Fi Two Speed Recorder	$249.95
Matching Console Speaker	69.95

NEW STROBOMITE

Operates on four "D" size batteries or 110 volt AC current. Has exclusive adjustable reflector and exclusive wired shoe adapter. Lamphead mounts on any camera accessory shoe clip or "L" bracket. Has *ready light*, modern styled aluminum trimmed power pack and lamphead, light weight, 50 watt-second energy storage.

Strobomite electronic flash (less batteries)	$64.50
15' Strobomite AC cord	2.95
Wired shoe adapter	2.95

STROBOFLASH® IV

The Stroboflash *4-way selector switch* gives you ¼, ½, ¾ or full 200 watt-second energy storage. You use the same unit for full color action or close-up black and white photos. Uses, interchangeably, two 225-volt batteries or the new NICAD AC Converter with rechargeable nickel cadmium battery for both battery and AC operation.

Stroboflash IV (less batteries)	$165.95
Set of two 225-volt batteries	19.80
NICAD AC converter	80.00
Rechargeable nickel cadmium battery	22.00

GRAPHIC® DOES MORE JOBS BETTER

PACEMAKER GRAPHIC cameras are used constantly for sports, news, aerial, studio, portrait, combat, copying, nature, landscape, industrial and police photography. With the proper lens a Graphic can be used for telephoto, normal, wide angle, one-to-one close-up and microphotography. You can use Polaroid film, 120 rolls, film packs, single sheets and rapid sequence sheet film magazines. Films are available in color, fine grain, extra-fast press, and for special purposes like high contrast, infra-red, etc. That's what we mean by Graphic versatility.

The camera has many mechanical features, such as: built-in Graphic Rangefinder to match any lens . . . rising-shifting-tilting front for correcting distortion of parallels . . . ground glass for precise composition and focusing . . . an accessory solenoid-equipped shutter for remote shutter tripping with synchronized flash or with a mechanically actuated relay such as you might use for nature, industrial or scientific research work.

The list of advantages offered by the Pacemaker Graphic is almost endless. Write Dept. MP-77, Graflex, Inc., Rochester 8, N.Y., for complete information, or talk to your Graflex dealer listed in the "yellow pages" of your telephone directory.

Pacemaker Crown Graphic ..... as low as **$14.04** a month
Pacemaker Speed Graphic ..... as low as **$17.22** a month
(with 1/1000 second focal plane shutter)

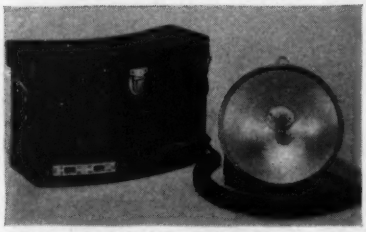
Prices include federal tax where applicable and are subject to change without notice.

70th Anniversary—1887-1957

GRAFLEX®

A SUBSIDIARY OF GPI

Now–Artificial Light photography need not look artificial



Model 228, 4-way power to 230 watt seconds. Genuine leather Power Pack and Lamphead. Complete Hico-Lite Units start at 64.95.

Why have so many artificial-light pictures looked flat, lifeless?

How can you give your electronic flash pictures a natural-looking depth and brilliance?

Problem now solved by HICO-LITE Electronic Flash Patents

Exclusive Hico-Lite Lamphead design directs the light rays over the entire field of view, not just in dead center. Hico-Lite gives everything in the picture an equal amount of light, as sunlight does on the side of a building.

Hico-Lite is designed to be like an overall bank of floodlights behind the camera, not like a single spotlight at the camera. This results in HICO-LITE virtually bending the light rays *around* the subject, giving dimension to what the lens sees.

Hico-Lite gives the *same* degree of light *every time* it flashes. Patented Hico-Lite circuitry prevents variation. Therefore every picture you make can have the same beautiful quality, the same depth, the proper exposure. Hico-Lite eliminates developing/printing problems so common with ordinary electronic flash units.

First LENSES, then FILM reached a point of perfection. Now, with HICO-LITE, electronic flash has reached perfection. Only Hico-Lite gives a TWO YEAR UNCONDITIONAL GUARANTEE. In addition, recent findings show Hico-Lite gives the most light for the weight, most light for the size, most power for your money.

Twenty-four (24!) exclusive features make HICO-LITE the finest electronic flash in existence. Get a Dealer-Demonstration or write Brockway for information. *It's amazing how Hico-Lite improves your pictures!*

5 basic HICO-LITE units: Models 371, 109, 228, 2 Light, 3 Light Portable Units, Recharge-A-Matic, Electronic Slave, Modeling Light, a full line of accessories. Complete units: 64.95 to 419.50. Manufactured by the Photronics Division of Hauman Instruments Co., Inc., Watertown, Mass.

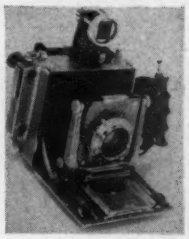
The Right Light is HICO-LITE

Write to exclusive Sales and Distributing Agent:

BROCKWAY CAMERA CORPORATION
1114 FIRST AVENUE, NEW YORK CITY 21, N. Y.

NEW products

New Linhof Super Technica 4 x 5



The new Linhof Super Technica IV 4 x 5 is designed for both studio or hand-held shooting. The multifocus rangefinder can be geared to a wide variety of lenses, normal, wide-angle, and telephoto. A gold flashed, diachroic prism is said to yield a bright image in the rangefinder for focusing even in dim light. New spring-loaded grips and an entirely new lens standard base permit fast, free pull-out of the lens standard. The fold-away infinity stops permit using many different lenses. Forward and backward tilt on the optical axis of the lens with a maximum angle of 15° in either direction can be locked at any intermediate position, and snaps into zero position when the locking knob is released. Left and right swing, as well as left and right shift and rack and pinion vertical lens movement are also provided. The universal spring back with Ektalite field lens accepts all standard cut film, plate and film pack holders, or 4 x 5 cut film magazines. A locking device with four sliding tongues lock interchangeable Rollex Roll film adapters, 2¼ x 2¼ or 2¼ x 3¼. The Super Technica IV has an anatomical Grip Handle. Shutter speeds up to 1/1000 of a sec. can be obtained with an accessory focal plane shutter which may be used interchangeably with the camera's universal back. The camera also has triple extension tracks and bellows draw of 17 in. Prices start at $569.45. For additional information write:
KLING PHOTO CORP.
257 FOURTH AVE., NEW YORK 10, N. Y.

Akarax has Interchangeable Lens

Feature of the Akarax III 35mm camera are interchangeable combination lens and rangefinder-viewer. The rangefinder and lens are one unit, the rangefinder locking into the body of the camera while the lens fits into a bayonet mount. All lenses are in helical mounts with click stops. The Akarax has lever action automatic film wind and shutter cocking, built-in self timer, hinged back with double lock, and "tropic-proof" all metal housing. It has nine shutter speeds from 1 to 1/500 sec. and B. It also has MX synchronization. Prices range from $59.50 for body only to $139.50 with Schneider 50mm f/2 lens. For more information write:
AKARAX CORP.
80 E. 11 ST., NEW YORK 3, N. Y.

(Continued on page 30)

Only 10% Down! | 30 Day Free Trial! | Time Payments Arranged! | Trades Welcomed! | Unconditional Guarantee!

+ LOW PRICE

MAKE HABER & FINK YOUR BEST PHOTOGRAPHIC BUY

Bell & Howell 35mm Eyemo Mod. 71Q Spider Turret!

Complete with 400' magazine
- Positive viewfinder
- Quick change lens mount

Complete with 50mm 2" f2.8 Eyemax lens.

Sale Price 295.00

GOV'T ACQ. Cost $1195

These Cameras are in Like New condition, and receive the usual H-F guarantees. All Accessories Available for 35mm Eyemos.
- Accessory Lenses
- 400' Magazine

H-F WOOD FIBER COVERED TWO TONE SLIDE TRAY FILE!

Complete with 12 slide trays

For TDC — Bell & Howell

Special 8.95

BRAND NEW RETINA 111C

With Schneider Xenon f2 coated lens.

Special 109.50

BLACK FIBER

Carrying Case
- 30½" Long x 12½" High x 9" Wide
- Ideal for carrying lighting equipment
- BRAND NEW ARMY SURPLUS
- Easy carry handle

Value 15.00 **Sale 5.95**

BRAND NEW ARMY SURPLUS MORSE—G3

16mm & 35mm Daylight Developing Tank!

Complete with carrying case
- For processing up to 100' 35mm or 16mm film

List 34.50 **Special 19.50**

KAGRA BULB & TUBING REMOTE CONTROL

Takes pictures 30' from camera by merely pressing rubber bulb!
- Fits all types of shutters.

30' cord, rubber bulb, simulated leather case.

Reg. 10.95 **SPECIAL 6.95**

NEW! Anti-Static Tuch Cloth!

Use it to wipe your slides.
Use it to wipe water spots off film.
WILL NOT SCRATCH!
Ideal for All Dust Problems on your camera...in your darkroom.

Special 1.25 ADD 10¢ FOR POSTAGE

IMPORTED SELF-TIMER SPECIAL 1.74

Screw in for Leica or regular cameras (specify). Complete with Carrying Case. LIST 2.95

SAVE 30%!! WARREN STUDIO STAND

- Sturdy...Durable
- Black Polished Finish on Hardwood
  - Nickel Plated Fittings
  - Head Tilts to 90°
  - Rack and Pinion Operation

Standard Model Ideal for Cameras up to 6½ x 8½. Closed: 28" — Open: 78".

LIST 69.50 **Special 49.50**

Deluxe Model Ideal for Cameras up to 11x14. Has Double Rack and Pinion. Closed: 28" — Open: 80".

LIST 89.50 **Special 63.50**

WARREN COMBINATION CAMERA GRIP CABLE RELEASE!

A practical holding device for Cine and Still Cameras that gives safety and steady jerk-proof release. Adjustable to any operation. Complete with wrist strap and cable release.

LIST 5.95 **Special 4.50**

AT LAST... GENUINE LEATHER Eveready Carrying Cases for Electronic Flash Units!

ULTRABLITZ Expert IV, Matador II, Jet, Rocket and Braun Automatic.

LIST 13.95 **Special 9.95**

• Specify gun you own •

SPECIAL WHILE THEY LAST!! BRAND NEW BEWI AUTOMAT A EXPOSURE METERS

List 29.50
Case . . . 3.50
TOTAL . . . 33.00

SALE 16.50

GENERAL ELECTRIC DW-68 EXPOSURE METERS

LIST 24.95 **Special 15.50**

WARREN GENUINE LEATHER LENS CASES! SAVE 40%!

Write for Our Special Price List

ARMY SURPLUS... GRAFLEX IDENTIFICATION OUTFIT!

Complete with:
- Camera with 84mm f5 lens
- Focusing panel
- Film magazine
- Stand complete with lights, background, and title letters

OUTFIT PRICED AT LIKE NEW **395.00**

LIST 795.00

Just Arrived

Brand New 1957 ULTRABLITZ MATADOR II ELECTRONIC FLASH! Completely Redesigned

ALL NEW FEATURES
- Adjustable Reflector for 30°-80° Angle
- Lifetime Flashtube
- 5 lbs. total weight
- Kodachrome Guide 75-85
- 4 Volt Rechargeable Battery
- Built-in Charger

BRAND NEW -FULL GUARANTEE **SPECIAL 59.50**

SPECIAL! SPECIAL! FAIRCHILD AERIAL CAMERA MODEL F56 Complete with

- 20" Bausch & Lomb f5.6 Lens
- Spare Magazine
- 3 Filters
- Frame and Lens Cover

FREE CARRYING CASE

Only 139.50

IMPORTED PHOTO ELECTRIC EXPOSURE METER

- SIMPLE!
- FOOL-PROOF!
- ALWAYS READY!

Complete with Booster Cell and Cases.

SPECIAL 6.95 List 12.95

Fitted Compartment Combination Carrying Case

For: LEICA KINE EXAKTA • ROLLEIFLEX

Genuine Leather — Plush Lined
Hold a Complete Outfit!

Reg. 45.00 **Special 29.50**

Specify Camera When Ordering

HABER & FINK Imported Special Famous Make MOVIE LENS

A Saving of 50%

1½" f.1.4 Focusing
Available for Bell & Howell and D-Mount Cameras

List 49.95 **Special 24.95**

IT'S REVOLUTIONARY! The New "Do It Yourself" ROX-COMBI GENUINE LEATHER GADGET BAG!!

You design and make the compartments to suit your requirements! Whether you own a miniature camera with a variety of accessories, or a twin lens reflex...THE ROX-COMBI will take it. Even a folding camera with flashgun or a two camera outfit...THE ROX-COMBI fits the bill! ORDER YOURS NOW!

ROX 111, w/pocket	12½x8¼x8	31.95
ROX D	12½x4½x8	29.95
ROX 11, w/pocket	8½x3¾x7¼	27.24
ROX C	8½x3¾x7¼	24.74
ROX 1, w/pocket	7¼x3¾x7	20.25
ROX B	7¼x3¾x7	17.49

All Bags Fitted With Adjustable Flexible Inserts. Another FIRST from Haber & Fink!

SAVE ON FILM

Guaranteed Fresh — Latest Dated
Factory Packed — No Reloads

KODACOLOR FILM

	List	SPECIAL
127	1.10	.90
120-620	1.25	.99
116-616	1.75	1.39
828	1.00	.80

*KODACHROME...ANSCOCHROME EKTACHROME

35mm—20 Exposures	1.85	1.42
35mm—36 Exposures	2.60	2.00
828	1.00	.80

*Only Kodachrome is made in 36 Exposures

MOVIE FILM

8mm Roll	2.40	1.87
8mm Magazine	3.75	3.03
16mm Roll	7.15	5.54
16mm Magazine	5.00	4.00

Our Kodachrome Processing Done by Eastman Kodak.
Send for FREE Mailing Bag and Processing Price List.

40 x 40 RADIANT SCREEN

With Vynu-flect mildew-proof Crystal Beaded Cloth, will outlast other screens at the same price. List 18.95

HF Special 10.95

Approx. parcel post 1.00

EXCEPTIONAL VALUE! 20" BAUSCH & LOMB TELEPHOTO ANASTIGMAT LENS f5.6!

One of the finest of its type. Gives an image two to three times that of the ordinary lens from the same viewpoint. Perfect for high speed photography!

Special 109.50

Formerly 375.00

The Incomparable PLAUBEL MAKINA IIIR

- Built-in Coupled Rangefinder
- Interchangeable Lens
- Compur Shutter to 1/400
- Electronically and Magnetically Synchronized

•

Plaubel Makina With:

Anticomar 10CM f2.9... **393.00**

Anticomar 10CM f4.2... **373.00**

Plaubel Accessories Available:
- Film Pack Adaptor
- Cut Film Holders
- Roll Film Back
- Wide Angle Lens
- Telephoto Lens
- Ground Glass Back
- 35mm Roll Holders

NOW... World Famous Imported Binoculars AT 'SLASHED' PRICES

These are the highest quality Japanese Binoculars that are available...at such LOW, LOW Prices.

20x50	30.74
10x50	22.74
7x50	19.74
7x35	18.74

Plus 10% Federal Tax

Complete With Leather Carrying Case

Another H-F Import FLASHLIGHT POINTER

IDEAL FOR LECTURING FROM MOVIES OR STILLS
- Works on Ordinary Batteries
- Bright Image of Arrow from 2-12 feet
- No Scratching of the Screen

Specially Priced 14.95

HABER & FINK, INC.

12 WARREN STREET, NEW YORK 7, N.Y.
TELEPHONE BArclay 7-5800

Send me _____ DEPT. M 22
Amount _____ Include Postage
I want to trade _____
name _____
address _____
city _____ zone _____
state _____ 10% Deposit On All C.O.D.'s

3 Big Reasons

Why You Should LEARN to EARN at... BROOKS INSTITUTE OF PHOTOGRAPHY

1 **Location**–in beautiful Santa Barbara with its semi-tropical climate–"Where the Mountains meet the Sea"

2 **Outstanding Teachers**–Every instructor a trained specialist with national and international reputations in their respective fields

3 **Successful Brooks Graduates**–over 95% of our hundreds of graduates are gainfully employed–many operating their own successful studios

Brooks Student Picture—Feb. '57

BROOKS INSTITUTE COURSES:

- **Complete 28-month Course in:**
  Professional Portraiture
  Illustrative Photography
  Advertising, Fashion, General Commercial, Pictorial-Journalism
  Color Printing and Techniques
  Motion Picture Production
- **Short Courses**
  Tailored to individual's special needs. One week or more. May enter at any time.
- **Motion Picture Course**
  From Script to Screen . . . Commercial, Television, Documentary

Co-Educational • Approved for Veterans
Placement Service

The Gateway to a Photographic Career

BROOKS INSTITUTE OF PHOTOGRAPHY

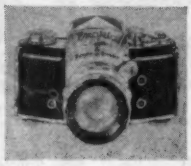
FREE Complete descriptive material of the unique BROOKS "Learn By Doing" system. Mail coupon today!

BROOKS INSTITUTE. Dept. 4
Santa Barbara, California
Gentlemen: Please send me full descriptive literature. I am interested in
☐ 28-month course ☐ Short Course (still)
☐ Motion Picture Course
Name.....
Street.....
City..... Zone.... State.....
☐ I am a Veteran ☐ Non-Veteran

NEW PRODUCTS

(Continued from page 28)

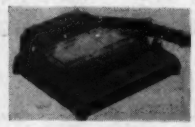
New Exakta has Quiet Shutter



The new Exakta IIa features what is termed a noiseless slow-speed and delayed action mechanism. The eye-level reflex permits use of 20 out of 27 shutter speed settings with the new timing mechanism. Also featured are three flash contacts in front of the camera for MFX synchronization. Shutter speed settings on the 1957 model have been changed to include a slow speed setting of 10 sec. and a 13 sec. delay on slow speeds of 1 sec. and 4 sec. Shutter speeds range from 12 sec. to 1/1000 sec. An exposure index dial has also been added to the camera. The newly designed pressure plate is said to eliminate film scratching when film is wound in either direction. Price of the Exakta IIa, with Zeiss Biotar 58mm f/2.8 automatic lens is $399.00. For more information write:

EXAKTA CAMERA CO.
BRONXVILLE, N. Y.

Illuminated Film Cutter



The new Lutes 35mm film cutter for 2 x 2 transparencies, Model IT, has a completely illuminated film track. Three frame lines are visible, making it easier to detect overlapping frames. Film is automatically advanced to the precise width, 8 perforations, as a self-sharpening knife is raised. Film can also be advanced manually. Other features include: adjustable frame line, long film guides said to assure a square cut and cast aluminum construction. The unit measures 5½ x 6 x 2¼-in. Price, $49.50. For additional information write:

RICHARD MFG. CO.
5914 NOBLE AVE., VAN NUYS, CALIF.

Argus Viewer for 2¼ x 2¼ Slides

The Argus Colorviewer, designed for viewing 2¼ x 2¼ color transparencies, has a double element lens which provides a magnified image suitable for small group viewing. The light turns on automatically when you place a slide in an opening at the top of the viewer. Two D-cell batteries power the unit. An accessory transformer can be used to convert the lighting system to standard 110 volt AC. The viewer is finished in two-tone green. Price of the Colorviewer is $13.95. The transformer is $3.50. For additional information write:

ARGUS CAMERAS DIV.,
SYLVANIA ELECTRIC PROD. INC.,
1740 BROADWAY, NEW YORK 19, N. Y.

Lens Converters for Brownies

Two models of lens converters have been introduced by Elgeet Optical Co., Inc. for the Eastman Kodak Brownie movie camera series. Model BRW-8 is a 9mm wide-angle converter covering 2X the area of the regular Brownie lens. Model BRT-8 is a 25mm telephoto converter giving a magnification 2X

(Continued on page 34)

Only **KALLOFLEX'S** *coaxial winding/focusing action permits lightening–fast shooting!*

KALLOFLEX automat

Lens: Prominar 1:3.5 F=75m/m 4-elements, Viewing Lens: View Prominar 1:3.0 F=75m/m 3-elements, Shutter: Seikosha-MX. B, 1-1/500 sec., Built in Synchronization for flash and speedlight, Picture size: 12 Exposures 2-1/4" x 2-1/4" (6x6cm)

$119.50 (PLUS CASE)

KOWA OPTICAL CORP.,
260 FIFTH AVE., N. Y. 1, N. Y.

Dowling's
FIFTH AVENUE

Visit our Skyline Suite to say "Hello!"

Hitch your wagon to the star! . . .

1957 CONTAX II-A and III-A

ZEISS IKON

Single-window for rangefinder and viewfinder, metal focal plane shutter, removable back, bayonet lens mount, delayed action release, full built-in flash synchronization are just a few of the reasons for the acknowledged leadership of CONTAX! Contax II-A with Tessar coated f/3.5 lens **$247. Cash or $24.70 Down;** with Sonnar coated f/2.0 lens **$298. Cash or $29.80 Down;** or with Sonnar coated f/1.5 lens **$318. Cash or $31.80 Down.** For Contax III-A (with built-in exposure meter) add **$30. Cash or $3.00 Down.**

Selected Contax Lenses and Accessories

Biogon 21mm f/4.5	$199.00 Cash or	$19.90 Down
Biogon 35mm f/2.8	166.00 Cash or	16.60 Down
Planar 35mm f/3.5	102.00 Cash or	10.20 Down
Triotar 85mm f/4.0	106.00 Cash or	10.60 Down
Sonnar 85mm f/2.0	189.00 Cash or	18.90 Down
Sonnar 135mm f/4.0	146.00 Cash or	14.60 Down
Stereotar C, 35mm f/3.5's	125.00 Cash or	12.50 Down
Stereo Prism Attachment	39.00 Cash or	3.90 Down
Stereo Viewfinder	10.00 Cash or	1.00 Down

1957 CONTAFLEX Fabulous 35mm single lens reflex camera now available in four different models. All feature "life size" viewfinder with ground glass focusing and split-image rangefinder in single, large window; Compur Rapid LVS shutter; superb Zeiss Tessar f/2.8 lens with fully automatic diaphragm. CONTAFLEX I **$153. Cash or $15.30 Down.** CONTAFLEX II (built-in meter) **$176. Cash or $17.60 Down.** CONTAFLEX III and IV also have interchangeable lens components for true wide angle and telephoto shots. CONTAFLEX III **$176. Cash or $17.60 Down.** CONTAFLEX IV (built-in meter) **$199. Cash or $19.90 Down.** Accessory lenses for III and IV: wide angle Pro Tessar 35mm f/4.0 **$89. Cash or $8.90 Down;** telephoto Pro Tessar 85mm f/4.0 **$99. Cash or $9.90 Down.**

JUST ARRIVED!

The Brand New KONICA III

Packed with more quality than ever before, more features than you would think possible in the under-$300. price-range!

These most desirable advantages include:

- Automatic Rapid Film Advance, located on **the front of camera** for fast eye-level operation. Cocks shutter, advances film while counting exposures, **all in full view!**
- Single-glance indicator pin-points diaphragm and shutter stops at one index point.
- Built-in self-timer, operating at any shutter speed with a full ten-second delay.
- Crank-fitted rewind knob for satin-smooth winding at all times.
- 48mm f/2.0 Hexanon lens, makes even indoor color shots without flash possible.

FLASH! Konica III now has new Light Value Shutter!

Send for free illustrated brochure!

ORDER TODAY FROM D. F. A.

Immediate shipment **postage free!**

At just $124.75 OR only

$12.47 DOWN

A Cordial Invitation...

Order Anything Photographic!

Space necessarily limits products shown, but **anything photographic** may be ordered by mail directly from DOWLING'S. For immediate service with a big PLUS, use coupon on page 33!

IT'S ECONOMY TO START WITH THE FINEST!

Just Announced!

Revolutionary New Bolex H-16 Reflex . . .

Write D. F. A. *today* for free brochure and trade-in allowance quotation on your present equipment.

Bolex Paillard

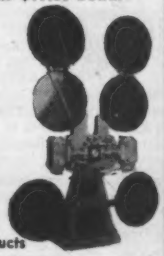
Bolex C-8 with Lytar coated f/2.5 lens	$89.95 Cash or $8.95 Down
Bolex C-8 with Lytar coated f/1.9 lens	119.95 Cash or 11.99 Down
Bolex B-8 with Yvar coated f/2.5 lens	119.50 Cash or 11.95 Down
Bolex B-8 with Lytar coated f/1.9 lens	139.50 Cash or 13.95 Down
Bolex B-8 with Switar coated f/1.5 lens and Yvar 1½" (telephoto) coated f/2.8 lens	260.00 Cash or 26.00 Down
Bolex H-8 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-8 De Luxe with Switar coated f/1.5 lens	432.50 Cash or 43.25 Down
Bolex H-16 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-16 Reflex w/Lytar coated f/1.9 lens	419.50 Cash or 41.95 Down
Bolex H-16 Reflex w/Switar coated f/1.4 lens	535.50 Cash or 53.55 Down
Bolex H-16 Reflex with Switar coated f/1.4 lens, Switar 16mm coated f/1.8 lens, Switar 50mm coated f/1.4 lens & deluxe H-1 case complete	849.50 Cash or 84.95 Down
Pan Cinor Zoom coated f/2.8 lens (for 8mm)	149.50 Cash or 14.95 Down
Pan Cinor Zoom coated f/2.8 lens (Model 70)	449.50 Cash or 44.95 Down
Bolex Electric Camera Drive	89.50 Cash or 8.95 Down
Bolex Tripod	70.50 Cash or 7.05 Down
Bolex Combination G8mm-16mm Projector	339.50 Cash or 33.95 Down
Bolex M-8 Projector with case	169.50 Cash or 16.95 Down
Bolex Titler and Special Effects Kit, (16mm)	299.50 Cash or 29.95 Down
Bolex Titler and Complete Accessory Kit (8mm)	99.00 Cash or 9.90 Down

UHLER Cine Printers the Professional's choice!

UHLER 16mm Cine Printer

New, improved model makes true copies of 16mm sound or silent as well as 8mm film. Operates entirely on AC—no batteries needed. Precision sprocket film advance and newly designed pressure plate assure perfect, sharp copies. Separate controls for picture and sound track with range of 10 densities provide exact exposure of color or black-and-white film. Capacity: 400 feet feed and take-up arms. 100 feet of film print in only 5 minutes. Precision made in every detail and easy to operate, the UHLER 16mm Printer quickly pays for itself because you save almost ¾ of the cost of commercially made copies. And you can have your copies ready the same day! **$195. Cash or $19.50 Down.**

Uhler Combination 8mm and 16mm Continuous Printer (illustrated)



For professional or amateur movie makers, laboratories, schools and technicians—where the highest quality prints are required. Black and white or color; single or double system sound — film is run through the machine once only. 1200' capacity. Printing speed up to 1600' per hour. Lamps are air-cooled. Built-in filter holder for color film printing.

$775. Cash or $77.50 Down

Other Uhler Precision Cine Products

Combination 35mm Continuous Printer for Sound or Silent Pictures (capacity — 4-1200' feed and take-up discs)	$1145.00 Cash or $114.50 Down
Reduction and Enlarging Printer for 8mm and 16mm (1200' capacity)	1056.00 Cash or 105.60 Down
Reduction and Enlarging Printer for 16mm and 35mm (capacity — 4-1200' feed and take-up discs)	2475.00 Cash or 247.50 Down

only D.F.A. offers unique

LIFETIME GUARANTEE

Dowling's

175 Fifth Avenue
NEW YORK 10, N. Y.

Just released! . . . Brand new 1957 CLIPPER

THE SUPERB

Pentron

PORTABLE TAPE RECORDER

With Exclusive

MONOMATIC* CONTROL

MONOMATIC is a single knob control providing instant selection of Record or Play in either 7½" or 3¾" tape speeds, as well as Fast Forward and Fast Rewind. Any position may be selected by a flick of the finger in either tape speed.

The CLIPPER

Regularly $139.50. Now, from D. F. A. only $119.50 Cash or **$11.95 Down!**

- Plays in any position!
- Simplest to operate
- High fidelity performance
- 2-speed, 2-hour operation

PENTRON PACEMAKER
(2 speaker; reg. $199.95) only $159.50 Cash or $15.95 Down!

PENTRON EMPEROR
(3 speaker; reg. $249.50) only $199.50 Cash or $19.95 Down!

new 1957 *Diax IIb*

The low priced 35mm PRECISION Camera with COUPLED Rangefinder and INTERCHANGEABLE coated Lenses by SCHNEIDER, Germany!

- Handsome, modern design; rugged construction; extreme compactness.
- Equipped with high-quality SYNCHRO-COMPUR MX fully synchronized shutter with Bulb, Time and speeds from 1 sec. to 1/500th sec. Built-in self-timer.
- Rapid-wind.
- Viewfinder for 85mm/90mm lenses built-in.
- Full line of available accessories.

DIAX IIb with Isconar 50mm f/3.5 lens	$99.50 Cash or	$9.95 Down
DIAX IIb with Xenar 50mm f/2.8 lens	119.50 Cash or	11.95 Down
DIAX IIb with Xenon 50mm f/2.0 lens	149.50 Cash or	14.95 Down

Accessory Lenses for DIAX IIb

Xenagon 35mm f/3.5 (wide angle)	$69.50 Cash or	$6.95 Down
Isconar 85mm f/4.5 (telephoto)	49.50 Cash or	4.95 Down
Tele-Xenar 90mm f/3.5 (telephoto)	79.50 Cash or	7.95 Down
Tele-Xenar 135mm f/4.0 (telephoto)	89.50 Cash or	8.95 Down

JUST OUT! Sensational New Diax Ib with Westar 50mm f/3.5 lens only $69.50 Cash or $6.95 Down. The Diax Ib takes all interchangeable lenses listed!

STOP PRESS!

New 1957 Automatic Exakta IIA—just released. Here is single lens reflex photography at its finest! The Exakta IIA supersedes the VX and is available complete with Penta Prism rangefinder and the following automatic diaphragm lenses: with Westanar f/2.8 lens **$299.50 Cash or $29.90 Down;** with Tessar f/2.8 lens **$333.00 Cash or $33.30 Down;** with Westagon f/2.0 lens **$339.60 Cash or $33.96 Down;** with either Biotar f/2.0, Xenon f/1.9 or Quinon f/1.9 lens **$399.00 Cash or $39.90 Down.**

All New 1957 Leica IIIg

New bright-frame viewfinder, automatic sync. With New Elmar f/2.8 lens **$273.00 Cash or $27.30 Down;** with Summicron f/2.0 lens **$342. Cash or $34.20 Down.**

1957 Linhof

Incomparable new Super Technika 4 X 5 model IV (less lens) **$495.00 Cash or $49.50 Down.** New Super Technika "23", model IV (less lens), **$389.50 Cash or $38.95 Down.** Write D. F. A. today for details, trade-in allowances and Linhof lens lists!

Superb New 1957 Leica M-3!

LEICA M-3 with Elmar f/3.5 lens **$363. Cash or $36.30 Down;** with Summicron f/2.0 **$456. Cash or $45.60 Down;** with New Dual-Range Summicron and Optical Viewing Unit **$495. Cash or $49.50 Down;** with Summarit f/1.5 **$495. Cash or $49.50 Down.** New "RF" Summaron 35mm f/3.5 lens with Viewing Unit **$139.50 Cash or $13.95 Down.**

POLAROID LAND CAMERAS

Highlander Camera only **$72.75 Cash or $7.27 Down. Complete Highlander** outfit: camera, flash, meter, case for outfit, and 3 rolls of film only **$99.50 Cash or $9.95 Down! Speedliner** camera **$84.50 Cash or $8.45 Down.**

New Models 1957 Rolleis!

Rolleicord Va with Xenar f/3.5 **$124.55 Cash or $12.45 Down;** Rolleiflex f/3.5G with Xenotar f/3.5 **$232.50 Cash or $23.25 Down;** Rolleiflex 3.5G with Planar f/3.5 **$272.50 Cash or $27.25 Down;** Rolleiflex 2.8E with Xenotar or Planar f/2.8 **$331.50 Cash or $33.15 Down.**

Top-Flight new 1957

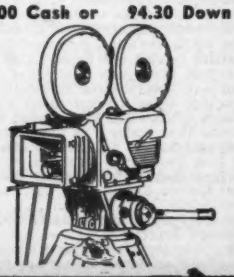
AURICON

SOUND MOVIE EQUIPMENT

"Auricon" has long been synonymous with the finest in 16mm sound motion picture equipment. In this proud tradition, D.F.A. is privileged to present these exciting, superb new models . . .

* Auricon Pro-600 (illustrated) Camera-Head	$1165.00 Cash or	$116.50 Down
Auricon Super-1200	4652.15 Cash or	465.21 Down
Auricon Filmagnetic	870.00 Cash or	87.00 Down
New Auricon Cine-Voice II, single lens mount	795.00 Cash or	79.50 Down
New Auricon Cine-Voice II, turret lens mount	943.00 Cash or	94.30 Down

* Please write for Auricon Pro-600 price schedule for suggested accessory combinations at special prices.



Wherever you live, you may purchase your Auricon directly from DOWLING'S Fifth Avenue with only 10% Down and the balance on easy terms. Shipping and insurance is **free.** Order **today!**

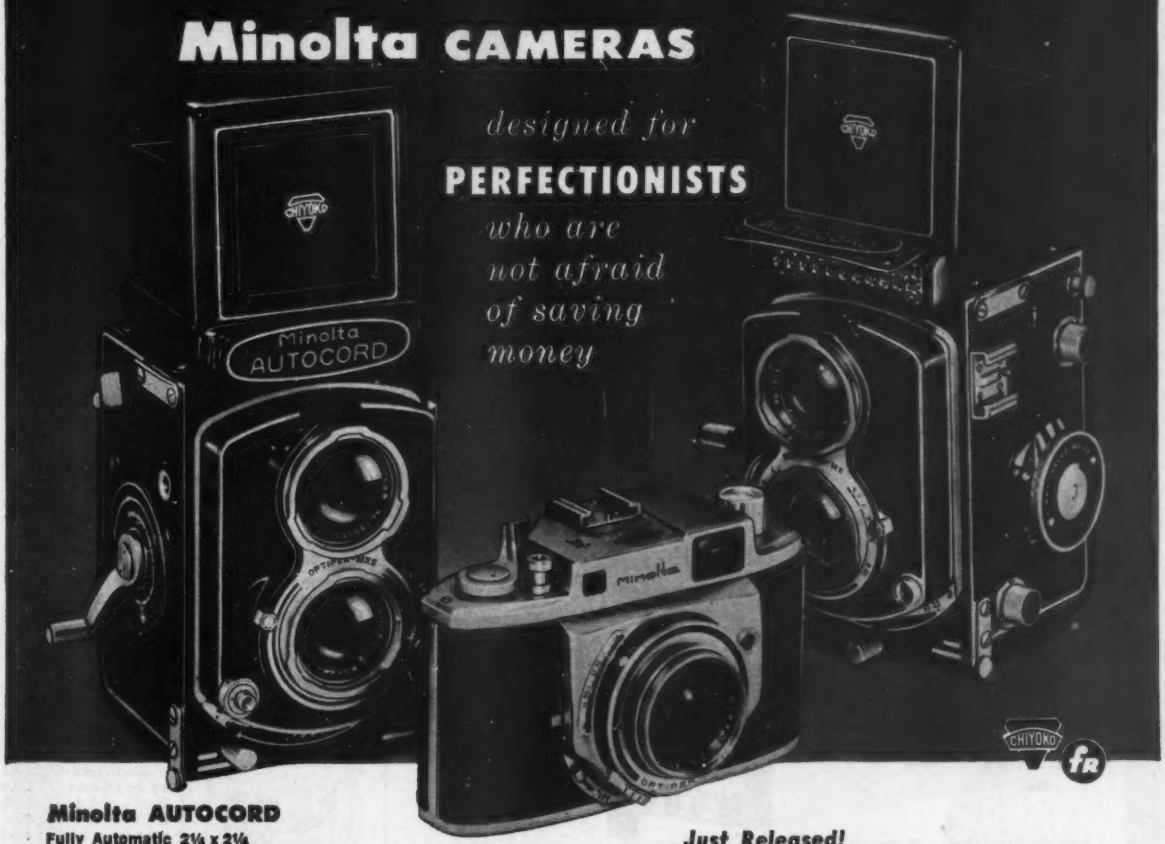
PHONE D. F. A. Collect—MUrray 4-7300—EF

Dowling's FIFTH AVENUE

YOU CAN ALWAYS AFFORD THE BEST... BY PAYING ONLY 10% DOWN

Minolta CAMERAS

designed for **PERFECTIONISTS** *who are not afraid of saving money*



Minolta AUTOCORD

Fully Automatic 2¼ x 2¼ Twin-Lens Reflex

Fully automatic film advance and shutter cocking • One-finger, single-stroke helicoid focusing • Famous ROKKOR 75mm 4-element f/3.5 coated taking lens • 75mm ROKKOR f/3.2 coated viewing lens • SEIKOSHA MFX fully synchronized precision shutter (1 to 1/500 sec. and bulb) • Brilliant Fresnel viewing screen

$99.50 cash or **$9.95 down!**

Minolta 'A'

Fully Automatic 35mm Camera

Fully automatic single-stroke film advance and shutter cocking • Brilliant, single window coupled rangefinder/viewfinder • Famous ROKKOR 45mm 4-element f/3.5 coated lens • Fully synchronized OPTIPER MX precision shutter (1 to 1/300 sec. and bulb)—$49.95 cash or **$4.99 down!**

Minolta AUTOCORD 'L'

Fully Automatic 2¼ x 2¼ Twin-Lens Reflex

Every Feature of the MINOLTA 'Autocord' PLUS: Built-in Exposure Meter • Direct-reading light-value scale • Super-simple diaphragm and shutter calibration in terms of light values—$124.50 cash or **$12.45 down!**

Just Released!

Minolta A2

The incredible new Minolta A2 has the famous Minolta A features *plus* the superb "Lumi-frame" coupled range/viewfinder; "A-B-C-D" flash guide; and needle-sharp Rokkor 45mm five-element f/2.8 coated lens. Only $69.95 cash or **$6.99 down**

Dowling's 175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel.: ORegon 4-7900

AIR MAIL TODAY!

M-757

Please ship the following immediately!_____

_____

Enclosed is $_____

☐ Down Payment ☐ Complete Payment.

I agree to pay $_____ monthly for___ months until merchandise is paid for.

I wish to trade in: _____

_____

☐ Give me tentative allowance by mail.

☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.

☐ Send FREE literature on _____

☐ Send FREE 1957 Catalog.

☐ Send pamphlet on "Deferred Payments."

Name _____

Telephone No. _____

Address _____

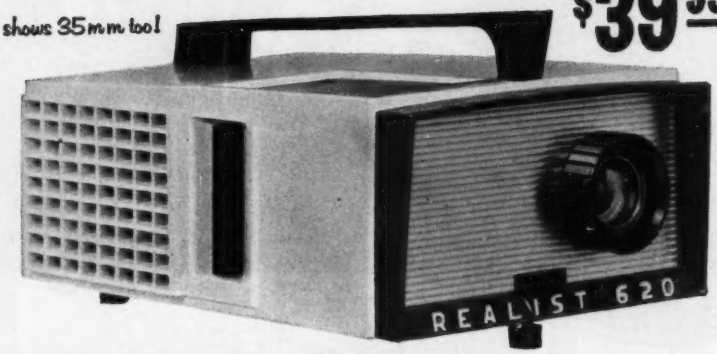
City or Town_____ State_____

Now for the first time owners of all cameras . . .
from brownies to rolleis—can project color slides

big as life and twice as natural at half the price

shows 35mm too!

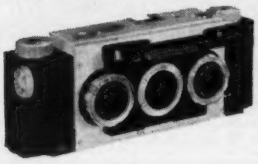
$39.95



NEW REALIST 620 T.M. 2¼ x 2¼ PROJECTOR

The new REALIST 620 is the only projector that lets all camera owners show color slides bigger than life size, at such a low price. And it has more outstanding features than projectors costing twice as much: It's always ready for action—just plug in and focus. The body is cast aluminum with concealed storage spaces for slides and cord. Styling is low and modern—thanks to a new horizontal lamp. Colors? Cream-white trimmed with rich brown and bronzed gold. The super-efficient cooling system protects your slides—they can't fade, pop, blister. Zephyr-quiet, too. And the precision 5" lens fills a big 60" screen at only 12'.

When you're ready for the best, buy a Stereo REALIST camera



Stereo at its best . . . that's REALIST! All metal body . . . matched, coated f:3.5 lenses . . . film plane focusing . . . split image rangefinder . . . speeds T.-B., 1 to 1/150th sec. . . . automatic exposure counter . . . double exposure prevention . . . full year warranty . . . **List $129.00**

Realist inc.

A subsidiary of David White Instrument Company, manufacturers of precision surveying instruments and photographic products. 2851 N. 19th St., Milwaukee 5, Wis.

NEW PRODUCTS

(Continued from page 30)

greater than the normal lens. Neither converter requires exposure compensation. They simply screw into the normal lens mount. Each unit is complete with filter retaining ring. Price, $14.50 each. For additional information write:
ELGEET OPTICAL CO., INC.
838 SMITH STREET, ROCHESTER, N. Y.

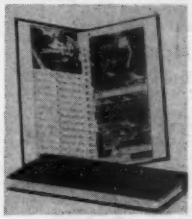
Metascoflex is New 2¼ Reflex

A new low-priced 2¼ x 2¼ reflex twin-lens camera, the Metascoflex, features speeds from 1 to 1/300 sec. and B. It also has a built-in self timer and is synchronized for flash. The film counter is semi-automatic. The shutter release, cocking lever and shutter speed dial are mounted on the body. It has a die-cast eye-level finder. Price of the camera is $39.95. For additional information write:
VOSS PHOTO CORP.
601 WEST 156 ST., NEW YORK 32, N. Y.

Printor Enlarging Meter

The Printor photoelectric enlarging meter employs a photoelectric cell and indicator to determine negative densities. It is said to give proper exposure time and paper for a wide range of negatives. The unit operates on 110-120 volt AC/DC and can be used with any enlarger. The photocell attaches to the enlarger lens during operation. For changes in print size, readings are made on the baseboard. Price of the Printor is $39.95. For additional information write:
LESTER C. HERN-ENGINEERING
30 MANORHAVEN BLVD.,
PORT WASHINGTON, N. Y.

Album for Polaroid Land Pictures



Albums designed specifically for Polaroid Land Camera photographs are now available for both sizes of Polaroid pictures. Individual, clear plastic pockets hold 90 shots. Each album has a write-in index system. Covers of the albums have a brown leather-like effect with gold tooling. Price, for the album, in either size, is $4.95. For additional information write:
ATLANTIC BINDERS CORP.,
56 SOUTH 11TH ST., BROOKLYN 11, N. Y.

New Underwater Housing

A new underwater housing designed for the Ansco Memar f/2 and f/3.5 35mm cameras called Model 35A is constructed of cast aluminum and uses stainless steel control shafts for film wind, shutter release diaphragm control and

(Continued on page 41)

new!
fully automatic!
a sensation
— right
down
to the
$75.50
price tag!

YASHICAMAT

First it was the Yashica A, C, and LM. Never before had such quality been seen at such prices. Now there is a new Yashica — the YashicaMAT — and you have to see it to believe it.

Every detail of this exciting new camera reflects quality — from the rugged film-advance crank — to the rough-and-ready solid die-cast body — to the luxurious pebble-grain leather finish, trimmed in satin chrome.

As for optics, Yashica management searched far and wide for lenses befitting this masterpiece of camera engineering. The superb 4-element lenses of the YashicaMAT will more than please the most critical user.

Frankly, the best way to judge this new YashicaMAT is to see and try it for yourself. Careful — once you get the feel of a YashicaMAT, you just won't want to leave it behind.

Features: crank action advances film, sets shutter, and prevents double exposures — automatically! 80mm f:3.5 taking lens and f:3.2 viewing lens — 4 elements, hard coated and color corrected; 9 shutter speeds from 1 to 1/500 second and "Bulb"; M-X flash synch; field lens focusing screen; self timer; magnifier; eye level sports finder.

$75.50 Leather Case 10.00

Yashica — Yashima Optical Ind., Co., Ltd., Tokyo, Japan

U. S. Address: YASHIMA OPTICAL
234 Fifth Avenue, New York 1, N. Y.
In Canada: Anglophoto Ltd., Montreal

NOW...SHOOT 5 SIZES WITH 1 CAMERA!

The #12 counter dial, supplied with the camera, gives 12 exposures 2¼" x 2¼". Dials quickly changed by thumbscrew.

The #16 dial gives 16 exposures . . . either 1⅝" x 1⅝" (for Super-Slides) or 1⅝" x 2⅛". Dial and appropriate masks in the #16 kit.

The #24 counter dial gives 24 exposures . . . either bantam or 35mm size. Dial and appropriate masks in the #24 kit.

New Rolleicord Va

with interchangeable exposure counter dials

Here's camera versatility . . . camera value . . . heretofore undreamed of. With the new Rolleicord VA you're not limited to one negative size, nor even two or three. You can shoot in 5 sizes, using only inexpensive #120 black and white or color film. And a size change is simple as ABC. Just insert the correct counter dial, together with required masks supplied for the smaller sizes, and shoot away. Thus Rolleicord VA gives you the size versatility of *many* cameras . . . the large 2¼" x 2¼" format for superb color, or practical-size black and white . . . small 35mm or bantam sizes for economical color . . . and for best 2 x 2 projection, Super-Slide transparencies that really sing, 85% larger than 35mm. And this new camera is the traditional Rollei in every respect — including a specially computed Xenar f:3.5 lens and the LVS Synchro-Compur shutter. See it at your dealers today. You'll agree that more than ever, Rolleicord VA gives greater value *by far* than any other camera. Camera, with #12 dial $124.55 plus case; #16 and #24 exposure kits, $7.50 each.

Burleigh Brooks, Inc.
10 W. 46th St., New York 36, N. Y.

PONDER & BEST, INC.
814 N. Cole Ave., Hollywood 38, Calif.

G-E FLASH NEWS

LIGHTING PROBLEM: TO CAPTURE IN COLOR A CHILD'S DAY AT THE U.N.

Using G-E #5 flash bulbs, magazine ace Jerry Cooke solved the problems posed by his inquisitive little subject, who darted from sunlit windows to tungsten-lit interiors.

(For solutions, turn page)

HOW G-E NO. 5 BULBS SOLVED EVERY TY

"A YOUNG BOY in strange surroundings," says Cooke, "is filled with curiosity and wonder. I wanted to capture some of this in little Jimmy's visit to the U.N.

"I needed a light source that was extremely portable—and one that would work in combination with daylight or with tungsten*—at *any* shutter speed. I did some fast figuring and decided on G-E #5 bulbs, which I've found to be the best all-around bulbs for this type of color work.

"With indoor color film in my Rollei, I used clear G-E #5's under tungsten, and switched to blue bulbs (G-E #5B's) and conversion filter 85C when Jimmy was exposed to daylight.

"I shot fast and often – using multiple flash when I had a few moments to set up the shot, and bounce flash or straight flash at other times. All in all, G-E #5 bulbs allowed me the freedom I needed to create moods, emotional effects, story situations."

**Awed by Atom.* Jimmy stares at part of Atomic Energy exhibit. "I was struck by the idea of placing the world of tomorrow against a background of the world today," says Cooke. He used one #5B, about 8 feet off to left, as fill-in. Exposed for 1/60 at f/8, using conversion filter.*

**Cooke uses term "tungsten" broadly to cover all artificial lighting in U.N. Bldg. (Ed. Note)*

Simulating actual lighting conditions in General Assembly, Cooke used one clear G-E #5 bulb about 10 feet off to right, exposed for 7 seconds at f/11 to get background.

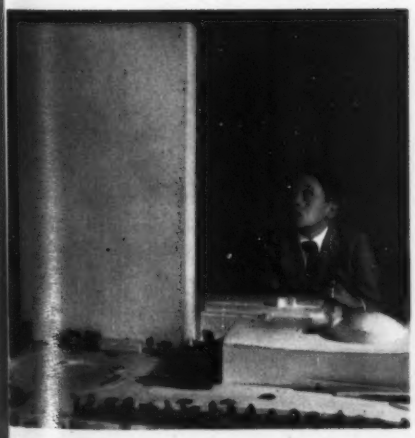
Against daylight, this shot was taken with conversion filter and one #5B bulb on camera. Exposed for ½ second at f/8. Strong vertical lines of windows are balanced by horizontal ledge.

Leaning against tungsten-lit columns, Jimmy created a problem. Cooke solved it with one clear G-E #5 twelve feet off to left. Exposed for 4 seconds at between f/11 and f/16 (no filter).

TYPE OF INDOOR LIGHTING PROBLEM

Slow curves create striking effect. Cooke exposed this shot for the background—gave it ½ second at f/4.5 with conversion filter. One G-E #5B without reflector was bounced off overhead ledge, providing just enough light to balance foreground against background.

(continued next page)



Boy studying model of U. N. called for three G-E #5's: one on camera with no reflector, one off to each side. Exposed for 1/50 at f/16. Extra punch of #5's enabled Cooke to close down.

While Cooke was shooting this picture, a sightseer whispered, "Is that boy a foreign Prince?" Cooke used two clear #5's to catch Prince Jimmy—main light off to right.

At end of tour, Jimmy looks back at what he's seen. G-E #5B on camera was used as fill-in against daylight. Cooke exposed for 1/25 of second at f/11, with conversion filter.

HERE'S HOW COOKE DID IT

For maximum film speed in remote interiors, Cooke loaded his Rollei with indoor color film rated at ASA 25. At $1/100$ second, using Clear G-E #5's, and 6″ polished Heiland reflector, Guide No. was 110.

Shooting against daylight, he used conversion filter 85C, switched to blue bulbs, and also used a Skylight filter to keep the light from being too blue. The 85C filter slowed down film, gave a Guide No. of 65.

"The beauty of the whole thing," says Cooke, "is that without changing films, and using only G-E #5's and #5B's, I was able to handle every lighting problem."

• • •

All Cooke's equipment, except for tripod, was neatly contained in slim case. Battery case is larger than necessary—Cooke frequently uses it for setting off multiple flashes.

TIPS ON MULTIPLE FLASH

"Multiple flash is probably the most effective means a photographer has of controlling his light," says Cooke. "But you have to learn to calculate the effect of each bulb. The best way to do this is to constantly observe the ways of light—learn its intricacies, study its patterns.

"Most good multiple lighting set-ups are built around one key light. This main light is usually placed at an angle of 45 degrees to the camera-subject axis. Additional side, back or fill lights should be no stronger than the main light, so you can ignore them when figuring your exposure. Just divide the Guide Number for the main light by the number of feet between it and the subject, and that gives your f/stop. An exception—if the fill to main light ratio is 1:2 or less, it's a good idea to close down a half-stop when shooting color. When two flash bulbs are used side by side at the main light position to throw more light, multiply the Guide Number by 1.4; for three bulbs, multiply by 1.7; for four bulbs, multiply by 2.

"Okay. Now go out and try some multiple flash. There's an unending variety of ways you can use it —and you'll probably be rewarded with some outstanding photos."

Progress Is Our Most Important Product

GENERAL ELECTRIC

Photo Lamp Dept., General Electric, Nela Park, Cleveland 12, Ohio

Litho in U.S.A.

Look at the Name...

Sekonic

Look at the Price...

only $8.45

Look at these Features:

- High sensitivity
- Dual-range versatility
- Simple, speedy operation
- For color and black and white, still and movie cameras
- Accurate reflected and incident light readings
- Compact, lightweight, rugged
- ASA: 6 to 1600, Lens: f1.4 to f22, Shutter: 4 sec. to 1/1000th
- LVS readings

and you'll agree that the New SEKONIC "Leader DeLuxe" is

Today's Best Buy in Exposure Meters!

$8.45 complete with leather case, incident-light attachment and neck strap.

SEKONIC Light Amplifier Attachment boosts low-light sensitivity 400% ... only $3.50 extra

Write to distributors for free descriptive literature.

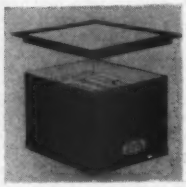
BROCKWAY CAMERA CORPORATION
1114 First Ave., New York 21, N. Y.
West, Alaska and Hawaii:
PONDER & BEST, INC.
814 No. Cole. Ave., Hollywood 38, Calif.
Canada: W. Carsen & Co., Ltd., Toronto

NEW PRODUCTS

(Continued from page 34)

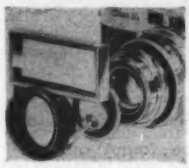
focusing. All seals are made with "O" rings. The unit also has a flash port, pointer sight, and is pressure tested to 200 ft. The housing is available on order for other cameras. Accessories include a tunnel sight, BC flashgun, and film rewind control. Price for the housing only, is $99.50. For additional information write:
WOLLMAN-SCHMIDT
352 SEVENTH AVE., NEW YORK 1, N. Y.

New Cold Light Enlarging Head



The new Model B Aristo cold light enlarging head is said to need no warmup or preheating. Optimum operating temperatures are induced and maintained automatically. Instant starting on timer or footswitch is now possible. The direct result of this improvement, according to the manufacturer, is that photographic life of the lamp is about five times greater than before. The Model B is available for all 4 x 5, 5 x 7 and 8 x 10 enlargers. Prices start at $35.75 for the 4 x 5 unit. For additional information write:
ARISTO GRID LAMP PRODUCTS, INC.
65 HARBOR RD., PORT WASHINGTON NO., N. Y.

Proximeters for Diax Camera



The Diax Proximeters are designed to permit closeup photography from 3¼ ft. down to 10 in. from the subject with the Diax camera. The device makes it possible to use the regular rangefinder on the Diax. One lens of the Proximeter goes over the taking lens, while the other is automatically positioned in front of the rangefinder, correcting it for closeup work. The Diax Proximeter I can be used for distances ranging from 40 in. to 20 in. The Diax Proximeter II is for 20 in. to 13 in. By combining I and II closeups can be made from 13 in. to 10 in. from the subject. Price for each Proximeter is $24.90. For additional information write:
KARL HEITZ, INC.
480 LEXINGTON AVE., NEW YORK 17, N. Y.

A 16-ounce **Kodacolor Processing Kit (Process C-22)** has been designed to permit the photographer to process small quantities of Kodacolor inexpensively in his own home. The kit comes complete with developer, stop bath, hardener, bleach and fixer—you simply add water to the packages of chemicals. Approximately 16 rolls of 828, ten rolls of 127, six rolls of 620 (or 120), or four rolls of 616 (or 116) Kodacolor can be processed with the kit. Price, complete with instruction sheets, $3.85. For more information, write: *Eastman Kodak Co., Rochester 4, N. Y.*

Alefar 180mm Telephoto Lens

A pre-set diaphragm is featured on the new Alefar 180mm, f/4.5 telephoto lens for the Alpa 35mm single-lens reflex camera. According to the manufacturer the patented Extensan lens mount has

(Continued on page 42)

ALL NEW, German Imported 35mm CAMERA

YOU'VE BEEN WAITING FOR... AT THE PRICE YOU'VE BEEN WISHING FOR!

BRAUN '35'

featuring a COMPLETE INTERCHANGEABLE LENS SYSTEM!

ONLY 79.50

BRAND NEW, WITH 45mm COATED f2.8 STEINHEIL CASSARIT LENS!

Compare These Precision-Engineered Features:

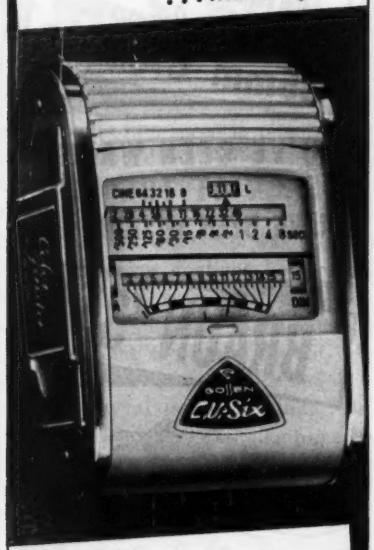
- All-Metal Housing
- Coupled Rangefinder
- Depth-of-Field Scale
- Prontor-SVS Shutter, with Self-Timer
- Coupled Film Transport, Shutter Setting And Film Counter
- Double Exposure Prevention Device
- Fully Synchronized for Flash & Strobe
- Automatic Film Counter

SEE IT! TRY IT! AT FRANCHISED PHOTOGRAPHIC DEALERS EVERYWHERE.

Imported and Distributed By
DEITCHMAN & ABRAMS, Inc.
PONDER & BEST, Inc.

Burke & James • Ace Photo. Supply Corp.
International Photo Suppliers

Gives you
CORRECT LVS SETTING
...instantly!



NEW
GOSSEN
L.V.-Six
EXPOSURE METER
WITH COLORFINDER

For all cameras with the new LVS shutters . . . for regular shutters . . . for 8 and 16mm cine cameras.

- Instantly gives you correct LVS setting from 1 to 19
- Also shows stops from f/1.4 to f/45; exposures from 8 sec. to 1/500 sec.
- Cine speeds from 8 to 64 frames
- Reads reflected or incident light — no separate attachments needed
- For all films ASA 6 to 1600
- Built-in COLORFINDER indicates filter required for color correction.

Made by GOSSEN, world's largest manufacturer of electrical precision measuring instruments.

The LV Six assures you *fully guaranteed* top quality and performance, with many exclusive features.

ONLY **$17.95** incl. chrome chain

See the LV Six at your dealer's.

GOSSEN is a member of the Kling family of fine West German photographic products.

At Leading Dealers or write to
KLING PHOTO CORP.
Sole Distributor
257 Fourth Avenue, New York 10, N. Y.
7303 Melrose Ave., Los Angeles 46, Cal.

NEW PRODUCTS

(Continued from page 41)

more than twice the extension range of other 180mm lenses, and allows continuous focusing from infinity to six feet. For ultra-closeups down to 1:1.5 subject-to-negative ratio, extension tubes or a bellows may be inserted between the actual lens and the extension mount.

Other features of the Alefar 180mm lens are: a click stop range from f/4.5 to f/32; 13 degree angle of view on the diagonal; compactness (4½-in. length); and light weight (11 ounces). Price of the Swiss-made Alefar 180mm, f/4.5 telephoto lens, $149. A separate leather carrying case with a loop is available for $10.80. For more information, write:

KARL HEITZ, INC.
480 LEXINGTON AVE., NEW YORK 17, N. Y.

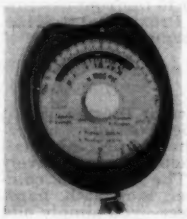
New Kalimar Rangefinder

An unusual feature of the Kalimar Rangefinder is that the distance scale can be read without removing the eye from the viewing position. The exact distance of the object being viewed appears in the lower part of the field of vision. The rangefinder is of all-

metal construction and is equipped with an accessory foot designed to fit the accessory shoe found on many cameras. Its distance scale is calibrated from 3½ ft. to infinity. Price of the Kalimar Rangefinder is $6.95. For additional information write:

KALIMAR INC.
1909 S. KINGSHIGHWAY, ST. LOUIS, MO.

New Gossen Color Meter



The new Gossen color temperature meter, the Sixticolor, has a measuring range of from 2600 to 20,000° K. An automatic indicator shows the specific filter needed to obtain correct color balance with any type of color film. The Sixticolor can be preset for color film of daylight, A, B, F emulsions or film balanced for any color temperature. To read, the meter is pointed toward the light source while a "memory" release is held down. The reading is locked when the memory is released. A table of Kodak filters and filter combinations is also included. Sixticolor, complete with everready leather case and neck chain, is $39.95. For additional information write:

KLING PHOTO CORP.
257 FOURTH AVE., NEW YORK 10, N. Y.

Send for MODERN's exclusive exposure gift package!
See *page 108* for details.

new Kilfitt
MAKRO-KILAR
90-mm., f/2.8

With the ingenious 90-mm. Makro-Kilar, you can photograph your subject at infinity, or move in closer, closer, closer, magnifying the image as you get nearer, until, at 8 inches from your subject, the image approaches lifesize! The Makro-Kilar—**and only the Makro-Kilar**—gives you this remarkable focusing range without extension tubes, bellows or supplementary lenses. It's the only lens that takes both normal and close-up pictures without extra attachments.

$249.95

The 90-mm. Makro-Kilar is a superb optical and mechanical achievement. Its critical definition, excellent color correction and contrast are due to the use of rare earth elements in the production of the optical glass, combined with the skillful design and painstaking workmanship for which Kilfitt is world-famous.

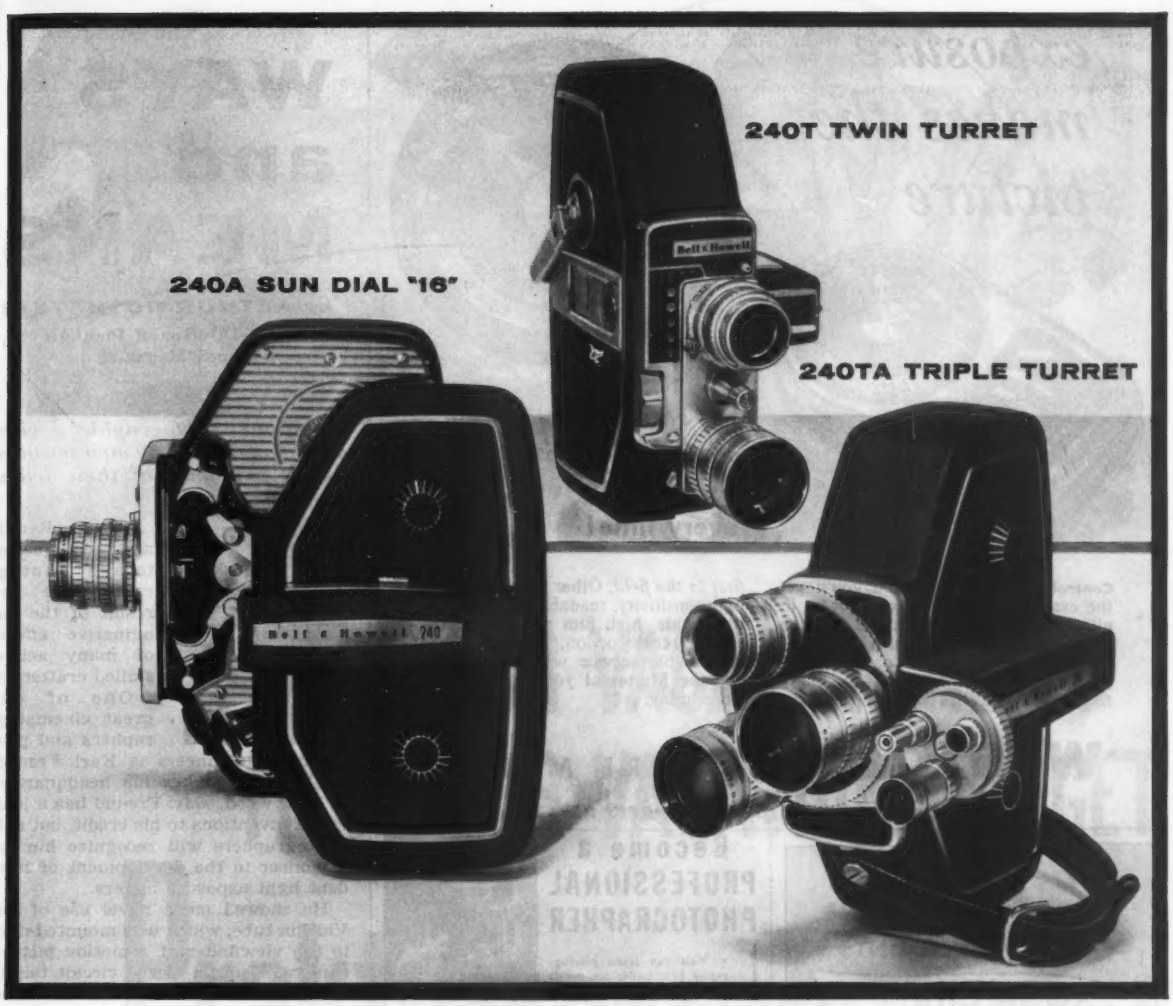
All the latest refinements are built in, including preset diaphragm mechanism, click stops and lens shade-filter holder. The mount has a complete set of scales to simplify picture taking, including depth-of-field, subject-to-image (reproduction) ratio and exposure increase factors.

The Makro-Kilar is designed for all popular 35-mm. and 2¼x2¼ single-lens reflex cameras. It can also be used with the Leica and similar still cameras (with Kilfitt reflex housing), and with 16-mm. and 35-mm. movie cameras. It is available with either the Basic Kilar mount, which will fit a wide range of different types of cameras simply with interchange of adapters, or Hasselblad mount.

FREE TEST PLATE

Each long focal length Kilfitt lens comes with a factory test plate showing it has passed the most rigid photographic and visual tests. Everything you may want to know about the quality of the lens, including resolution, is revealed on the plate. An 8x magnifying glass is included.

For information on Makro-Kilar lenses, please write
KLING PHOTO CORPORATION
257 Fourth Ave., New York 10, N. Y.
7303 Melrose Ave., Hollywood 46, Calif.



3 great new Bell & Howell movie cameras!

16mm spool-loading beauties with new automatic threading, new viewfinders, new controls!

240A Holds 100-foot roll of film and threads itself. Sun Dial lets you forget *f* stops. Just set it . . . sight . . . and shoot. New spring motor gives a full 32-foot film run per winding. Special control panel shows remaining motor power and unexposed film. Zoom-type viewfinder accommodates focal lengths from 20mm to 4 inches. Has 5 shooting speeds including slow motion. Case is lightweight die-cast aluminum. 16mm 240A, with f/2.5 Sunomatic lens, $179.95.

240T Same as 240A but with Swifturn turret for telephoto and normal lenses. Brings distant action up close at the flick of your wrist. Adjustable viewfinder resets in a second. 16mm 240T camera, with f/2.5 Sunomatic lens. Yours for only $219.95.

240TA Most versatile of the new 240's. Combines all automatic features with a fast-action triple turret for telephoto, wide-angle and normal lenses. Positive viewfinder system with 3-objective turret. 240TA, with f/2.5 Comat lens, $259.95.

Free booklet on 16mm line. Bell & Howell, 7154 McCormick Rd., Chi. 45, Ill.

50 YEARS OF FINER PRODUCTS THROUGH ***IMAGINATION***

Bell & Howell

exposure makes the picture

the Masters' exclusive control dial assures correct exposures, every time!

Control each exposure and you'll get the exact exposure results you want in all your shooting . . . black and white or color. And precise control is quick and easy with the Masters' *exclusive* exposure control dial . . . one of the many features which has kept the Master *first in the field.* Other features such as high sensitivity, readable double-length light scale, high film ratings and ruggedized construction, insure years of dependable service with all cameras. See the Master at your local camera store today.

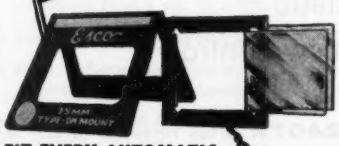
WESTON EXPOSURE METERS

the meters most photographers use

PROTECT YOUR TRANSPARENCIES

Esco TYPE-ON MOUNTS

LOW IN COST!
SAFE FOR FILM!
EASY TO USE!



FIT EVERY AUTOMATIC AND MANUAL SLIDE CHANGER

- PREVENT FILM BUCKLING
- Complete with glass and fibreboard
- Pregummed, shock-proof and dustproof
- Easy type-on titling

BOX OF 20 . . . . 90c

2" x 2" — with masks in five colors for coding
BOXES OF 100
$3.75

2¾" SQ. REFLEX
BOXES OF 12 $1.25 | BOXES OF 50 $4.75

NEW JIFFY JIG assures accurate mounting in seconds. Free in boxes of 100's and 50's.

Slightly higher in far west.

ERIE SCIENTIFIC CORP.
685 SENECA ST. BUFFALO 10, N. Y.

Become a PROFESSIONAL PHOTOGRAPHER

• You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.

YOU PRACTICE ON THE FINEST EQUIPMENT

Guided by these outstanding men you handle *daily:* Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenses; light meters, etc. You study cameras, lenses, films; lighting, composition; retouching, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. *Write for free catalogue.*

FRANKLIN TECHNICAL INSTITUTE
Founded by bequest of Benjamin Franklin
40 Berkeley Street, Boston 16, Mass.

FOR SALON QUALITY PRINTS
SUN RAY

America's Best Enlarger Buy

From $52.50

AT LEADING DEALERS OR WRITE FOR LITERATURE

SUN RAY PHOTO CO., INC.
301 Lafayette St.
New York 12, N. Y

WAYS and MEANS

by ARTHUR ROTHSTEIN
Technical Director of Photography, *Look* Magazine

Ingenious photographic devices are being created by men sensitive to the problems of their fellow photographers.

The materials and techniques of today's photography are the result of the imaginative efforts of many active, skilled craftsmen.

One of our great cinematographers and photographic engineers is Karl Freund, A.S.C., who makes his headquarters in Hollywood. Mr. Freund has a long list of inventions to his credit, but still photographers will recognize him as a pioneer in the development of incident light exposure meters.

He showed me a novel use of the Vidicon tube, which was mounted next to the viewfinder of a motion picture camera. Using a closed circuit television system, the Vidicon transmits a picture of the exact area being photographed to the director, who no longer has to peer over the shoulder of the cinematographer. This makes it unnecessary for him to perch on the precarious booms and cranes used in some shots, or to ride with the camera on dolly shots.

Mr. Freund also told me about an unusual still camera he plans to manufacture which uses a simple principle to insure fool-proof exposure. Although it will have certain limitations as to levels of illumination under which it can operate, the camera will make successful picture taking by anyone a certain affair and will eliminate much of the technical skill required to operate a camera properly. Perhaps this invention of Mr. Freund's will make us all more aware of subject matter and the creative aspects of the medium by removing emphasis on technique.

Popular new transparency size

Frank Rizzatti of the Burleigh Brooks Company, importers of the Rolleiflex, is another man who contributed recently to a mild revolution in amateur equipment and materials. In August 1955, Mr. Rizzatti an-

(Continued on page 46)

FITS YOUR VACATION NEEDS
FITS YOUR VACATION BUDGET

Praktica FX3

First Popular-Priced Single-Lens Reflex With Internal Automatic Diaphragm

Here's the camera that makes those wonderful summertime pictures possible, and still is priced low enough to fit your vacation budget.

It's the new, exciting Praktica FX3—the first popular-priced single-lens reflex camera with internally-coupled automatic lenses. These permit you to focus at full aperture for maximum light. Then, when you press the shutter release, the iris diaphragm automatically closes to the pre-selected aperture and the picture is simultaneously taken! This quality feature is usually found only in much higher priced cameras.

This year, let the new 1957 Praktica FX3 record beautifully your vacation travels and summer fun. For fast-action shots, you get all the advantages of 35mm photography—easy handling, speed and film economy. For scenic shots, you get all the advantages of single-lens reflex photography—ground-glass focusing that delivers ideal control of composition and lighting, through-the-lens visibility, freedom from parallax error.

With the Praktica FX3 you'll always get a perfect preview of the picture you're shooting—and you'll also get the finest summertime pictures you ever saw!

No Other Camera Gives You All These Features At This Price!

- Internally automatic-coupled iris diaphragm
- Lens interchangeability
- Coupled film transport, shutter cocking and frame counting
- 1/500 to ½ second speeds Focal Plane shutter
- Built-in Waist-level viewfinder with achromatic magnifier
- Accepts accessory Prismatic eye-level viewfinder
- Synchronized for regular and electronic flash

Praktica FX3 Automatic with f/2.8, 50mm Westanar with automatic diaphragm control $149.50

Praktica FX3 Automatic with f/2.8, 50mm C.Z. Jena Tessar with automatic diaphragm control ..$179.50

Also available:
Praktica FX2 with either f/2.8, 50mm C.Z. Jena Tessar or f/1.9, 58mm Hugo Meyer Primoplan lens, pre-set diaphragms $139.50

Standard Camera Corporation MP-13
319 Fifth Avenue, New York 16, N. Y.

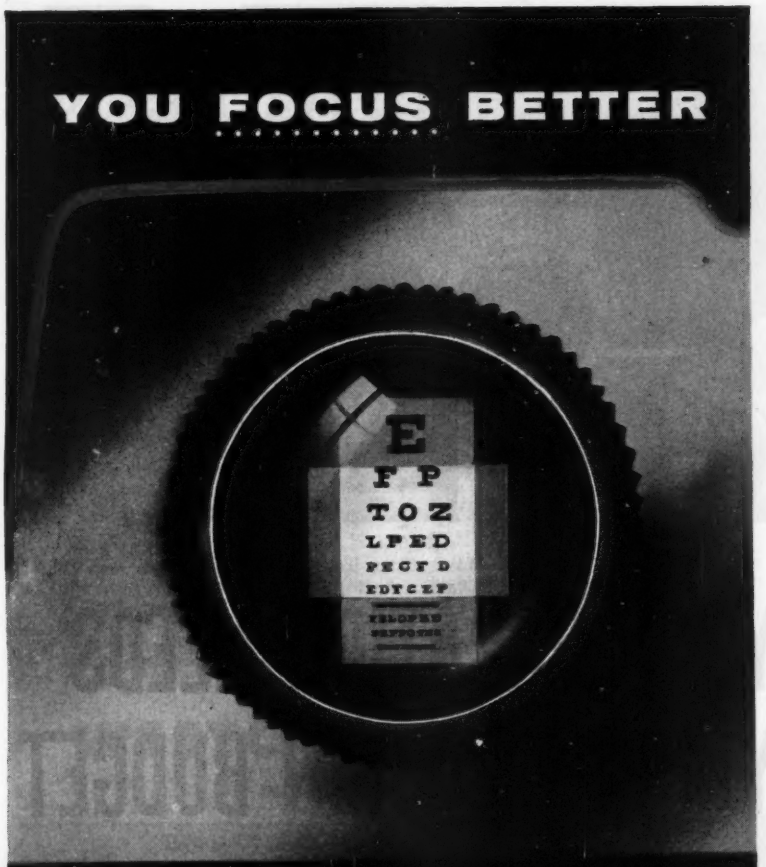
For your descriptive brochure about the new 1957 automatic Praktica FX3, mail this coupon today!

Name_____

Address_____

City_____ Zone____ State_____

STANDARD CAMERA CORPORATION, Offices and Exhibit: 319 Fifth Avenue, New York 16, New York



because

YOU SEE BETTER

through the Minolta 'A'

VIEWFINDER
RANGEFINDER

MINOLTA

. . . and you see better simply because more light reaches your eye through the MINOLTA 'A' coupled range/viewfinder than any other camera in its price class. How is this done? The secret is in the greater camera body depth. This enables the inclusion of an exclusive, ingeniously designed optical viewing system, with an oversized viewfinder eyepiece, an extended barrel viewer, and an extremely large front viewfinder window—giving you the largest and brightest image of any camera in the MINOLTA 'A's class. Result—better focusing and sharper pictures. And that's not all! A single-stroke film advance and shutter-set lever . . . a fully synchronized Optiper MX precision shutter (speeds 1-to-1/300th sec.) with exclusive convenient shutter speed selector wheel on top . . . click-stop diaphragm . . . and, of course, the famous ROKKOR 4-element f/3.5 coated lens . . . all add up to make the MINOLTA 'A' easily your best 35mm camera buy at only **$49.95**

Recommended by your favorite dealer. (Leather case & accessories available)

CHIYODA KOGAKU SEIKO CO., LTD., Osaka, Japan
New York Office ..... 150 Broadway, New York 38, N. Y.
U. S. Sales Agent ..... The FR Corporation, 951 Brook Ave., New York 51, N. Y.
Canadian Agent ..... Anglophoto Ltd., Montreal, Toronto, Vancouver

WAYS AND MEANS

(Continued from page 44)

nounced the Super-Slide, a novel method of masking down the Rollei 2¼ x 2¼ size transparency to fit a standard 2 x 2 mount. The idea caught the fancy of twin-lens reflex owners because they could shoot and project color transparencies with the same ease as the user of the 35mm camera.

Mr. Rizzatti told me that he decided to give his idea to the photographic industry. Both Eastman Kodak and Ansco have adopted his 38 x 38mm opening in a 2 x 2 slide as standard. As a direct result, the 4 x 4 Rolleiflex (which uses 127 size film), not manufactured since 1941, was redesigned and is now available once more, priced at $149.50. Kodak has announced the production of 127 Ektachrome, and Ansco is expected to make 127 Anscochrome.

The Eastman Kodak Company has also brought out two new Brownie box cameras, the Starflash and Starflex, which sell for less than ten dollars each. They both use 127 film and, by switching a lever which adjusts exposure, can be used with either black-and-white or color film.

Frank Rizzatti maintains that 127 black-and-white film will prove very popular for the following reasons: roll film, compared to 35mm, is a better medium for the amateur because it is easier to handle, both in exposure and processing. The Super-Slide made on 127 film gives the photographer more for his money. It fills the screen and the square format eliminates the problem of vertical and horizontal composition. The enthusiastic acceptance of Mr. Rizzatti's idea by both manufacturer and consumer is a credit to his ingenuity.

Novel new neck strap

Another ingenious device is a neck strap, demonstrated to me by the inventor, George Ward. For the photographer who wants to carry his camera under his coat, but still have it ready at all times, the usual neck strap is not quite right. The modification made involves the placement of a snap lock in the strap so that the camera may be worn under the arm and removed quickly without taking off the coat, simply by unsnapping the fastener. This also keeps it from bouncing around. The strap is adjustable, made of soft leather and comes in two designs, one for the twin-lens reflex and the other for the 35mm camera. They may be ordered from George Ward, 1335 S. Ivanhoe Way, Denver, Colo., at $2.50 each.

Future applications of electronics

A glimpse of the future is to be seen in the words of Mr. Don Mitchell of Sylvania Electric Products, Inc. In a recent speech he said that photography and electronics are two of our fastest growing industries. The application of electronic devices to photography in

the next decade will make much of our present equipment obsolete.

According to Mr. Mitchell, the first step will be the reduction in size of our equipment. Still and motion picture cameras will be smaller, as well as projectors and viewing equipment. Lighting devices will also be more compact.

The application of electronics to this equipment, and particularly the use of the transistor, will make the automatic camera commonplace. Mr. Mitchell hinted at the possibility of an entirely new basic photographic process resulting from research in the solid state physics field.

He said that one of these days we will be able to take motion pictures on magnetic tape and play them back through the television receiver.

The combination of electronics and photography inspires Mr. Mitchell to the opinion that the future holds great promise for unlimited constructive and productive activity.

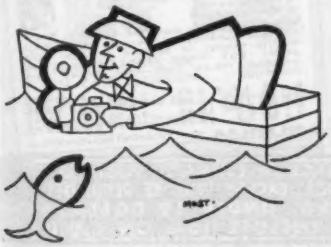
As evidence of this trend, I can cite the LogEtronic enlarger, the invention of Dwin R. Craig, an engineer who has worked with electronic computors, nucleonics, ultrasonics, radiography, and optics. Last year Craig received an award from the American Society of Photogrammetry for his application of electronics to achieve automatic dodging and exposure control in photographic printing.

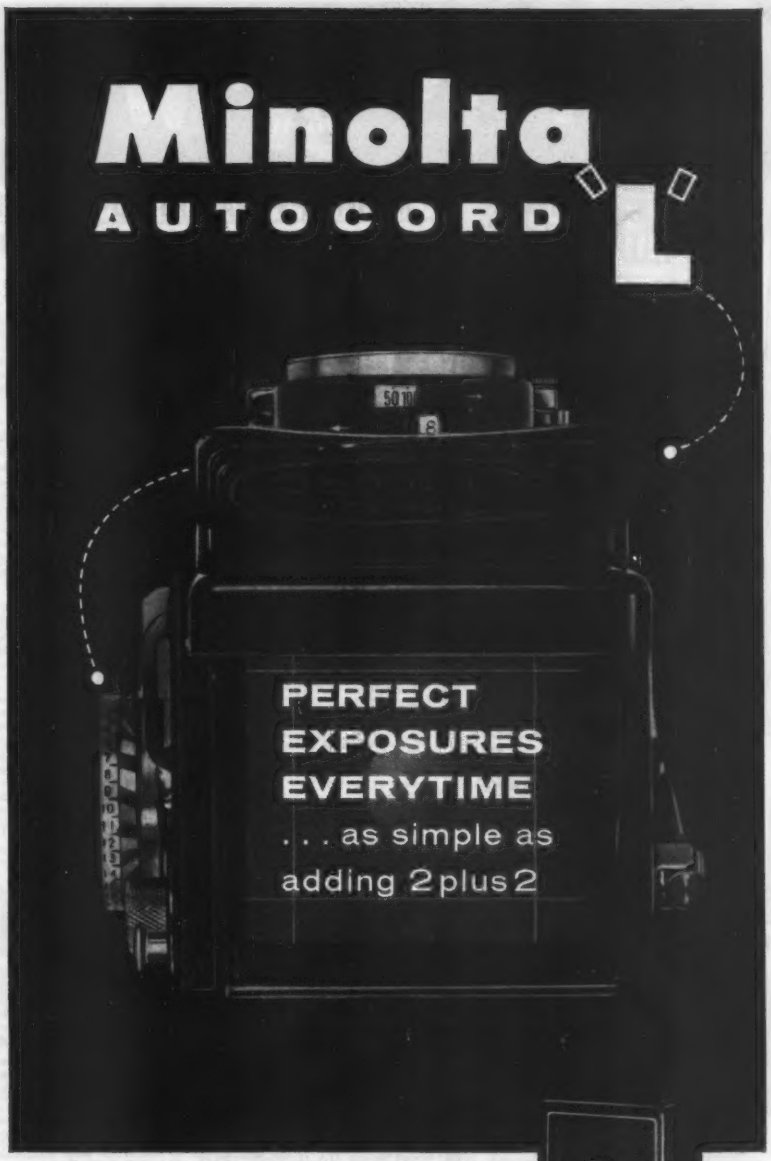
The LogEtronic enlarger substitutes an electronic scanning light, similar to that of a television tube, for the conventional light source. A photocell "brain" reads the light coming through the negative being printed and sends back a continuous signal which automatically adjusts the intensity of the light for all portions of the negative.

The amount of dodging is manually variable in five steps from full to no dodging. Exposure control is automatically determined by a separate phototube which views a circle eight inches in diameter at the center of the print. It can be adjusted to expose for faces, highlights, or shadows.

Another valuable feature of the enlarger is variable contrast control, which makes it possible to print all negatives on a single grade of paper with fixed development.

So far, the benefits of this device are not for the amateur. It is priced at over $10,000. However, for volume producers of photographs, greater productivity at lower operating cost is one advantage. For all of us, it proves that a new high in quality through electronics is here.—THE END

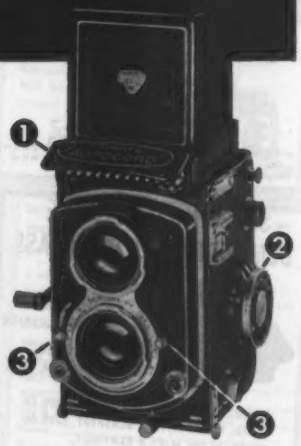




MINOLTA

You are looking through the brilliant Fresnel viewing screen of the Minolta Autocord 'L', most automatic twin-lens reflex of them all. You are about to trip the shutter — and you know with absolute certainty that the exposure will be perfect. All you did was to aim the built-in, coupled exposure meter (1) at your subject . . . noted the number indicated by the pointer on the light-value scale (2) . . . set the two little knobs (3) on the lens mount of the specially calibrated diaphragm and shutter scales, to add up to that same number . . . and that's all! — the correct exposure was predetermined. Your wife or child could have done it — even without looking at the f/stop or shutter speed numbers. Ready? The 1-to-1/500th sec. synchronized SEIKOSHA MFX shutter is, of course, already wound, since the film transport is fully automatic. Shoot! The superb four-element 75mm ROKKOR f/3.5 lens will do the rest. only $124.50

Minolta AUTOCORD. Same features as Autocord 'L', without exposure meter system.....only $99.50



CHIYODA KOGAKU SEIKO CO., LTD., Osaka, Japan
New York Office.....150 Broadway, New York 38, N. Y.
U. S. Sales Agent.....The FR Corporation, 951 Brook Ave., New York 51, N. Y.
Canadian Agent.....Anglophoto Ltd., Montreal, Toronto, Vancouver

STRICTLY BETWEEN US!

FAMOUS German Import PRESET TELEPHOTO LENSES

For EXAKTA, PENTACON, CANON, HASSELBLAD, PRAKTINA, LEICA, CONTAX, NIKON, EXAKTA 66,

135mm F3.5 ctd. PS..... $39.50
180mm F5.5 ctd. PS..... $49.00
250mm F5.5 ctd. PS..... $74.00
400mm F5.5 ctd. PS..... $98.50

New CONTAFLEX OUTFIT

Latest Model F2.8 Tessar, M-X Auto Diaphragm

SPECIAL **89.50** USED

SAVE $69.55 BRAND NEW

FAMOUS NAME TAPE RECORDER

with microphone, case and roll of tape. 2 Speeds, Dual Track. Twin Hi-Fi Speakers, Radio TV-Phone Input, Fast Rewind.

Reg. $149.50 **$79.99**

NEW B & H 16mm TURRET ROLL CAMERA

SAVE $103.00

uses 100 Ft. Roll—Auto Film Thread—33 Ft. Film Run! Model 240 TA, F1.9 TTH Lens, 10mm; F1.9 Berthiot W.A. Lens. 3"—F3.5 Berthiot Tele Lens.

$329.00 NEW

SAVE $60.00 LATEST PRAKTICA FX

with F2.8 Pre-Set Tessar Lens or F1.9 Pre-Set Meyer Primoplan Lens.

$79.50 BRAND NEW

SAVE ON 16MM PATHE DEMONSTRATOR CAMERAS!

Featuring —
- THROUGH THE LENS FOCUSING
- VARIABLE SHUTTER, ETC.

DEMO. PATHE BODY ONLY.....$229.50
DEMO. PATHE w/F1.9 BERTHIOT..$269.00
DEMO. PATHE w/F1.9 BERTHIOT, 10MM—F1.9 BERTHIOT, 75MM F3.5 BERTHIOT $429.00

MINIFILM'S GUARANTEED USED BUYS!

BUY AND TRADE IN SELL AND GET IMMEDIATE CASH

LENSES	Our Used Price	Trade-in or Cash Paid
28mm f3.5 Nikkor	$95.00	$70.00
28mm f3.5 Serenar	74.00	50.00
35mm f2.8 Biogon	99.00	75.00
35mm f2.5 Nikkor	84.00	65.00
35mm f3.2 Serenar	67.50	50.00
35mm f3.5 Nikkor	49.00	35.00
35mm f3.5 Summaron	67.00	48.00
85mm f2 Sonnar	115.00	85.00
85mm f2 Nikkor	86.00	70.00
85mm f1.5 Summarex	149.00	110.00
90mm f4 Elmar	60.00	45.00
125mm f2.5 Hektor	93.50	70.00
135mm f3.5 Nikkor	79.50	57.00
200mm f4.5 Telyt	102.00	75.00
135mm f4.5 Hektor	89.00	70.00
135mm f4 Sonnar	91.50	70.00
40mm f4.5 Mak-Kil E.	56.00	45.00
40mm f3.5 Mak-Kil D.	76.50	60.00

LEICA OR CONTAX

Contax IIA f2 Sonnar	150.00	120.00
Contax IIA f1.5 Sonnar	169.50	135.00
Contax IIIA f2 Sonnar	180.00	150.00
Leica IIIA f2 Summar	73.60	50.00
Leica IIIC f2 Summitar	99.50	75.00
Leica IIIF f2 Summitar	124.00	85.00
Leica IIIF f2 Summicron	164.00	135.00
Nikon S2 f2 Nikkor	169.00	140.00
Nikon S2 f1.4 Nikkor	199.50	160.00
Canon V 35mm f1.8	215.00	175.00
Canon V f1.2 50mm	299.00	230.00
Canon IV S-2 f1.8	150.00	110.00
Contax IIIA f1.5 Sonnar	199.00	160.00
Leica IIIC f3.5 Elmar	76.00	60.00
Leica IIIF f3.5 Elmar	114.00	80.00
Leica IIIF f1.5 Summarit	174.00	150.00
Leica M3 f2 Summic.	268.00	220.00
Leica M3 f1.5 Summ't	298.00	250.00

35mm SINGLE LENS REFLEX

Contaflex I f2.8 Tessar	89.50	75.00
Contaflex II f2.8 Tes.	114.00	90.00
Exakta VX f2 Biot P8	159.50	135.00
Praktina FX f2 Biotar Auto	179.50	140.00
Exa f2.8 Westar	35.00	30.00
Exakta V f2 Biotar	120.00	90.00

35mm CAMERAS

Konica III f2	69.00	50.00
Mercury II f2.7	17.50	10.00
Robot Star f1.9 Xenon	73.00	55.00
Voigt Vitessa L f2	94.50	70.00
Lordomat f2.8 Lordon.	59.50	40.00
Kodak Retina II f2 RF	49.00	30.00
Kodak Retina IIA f2.	72.00	50.00
Minox IIIS f3.5	79.50	60.00

ROLLFILM CAMERAS

Kodak Medalist II f3.5	99.00	70.00
Polaroid 95	44.00	30.00
Polaroid Pathfinder	174.00	125.00

8mm CAMERAS	Our Used Price	Trade-in or Cash Paid
Revere 88 f2.5	33.00	20.00
Revere 50 f2.8	19.00	14.00
Revere 84 f1.9 Tur	79.50	65.00
Revere 40 f2.5 Mag	48.00	40.00
Revere 44 f1.9 Mag	88.00	70.00
Revere B63 f2.5 Mag	81.00	65.00

8mm PROJECTORS

Keystone K75 500W	37.50	30.00
Keystone 100M 500W.	64.00	50.00
Keystone K100M 750W	72.00	60.00
Revere 85 500W	56.75	40.00
Revere 90 750W	62.00	50.00

16mm Projectors

Keystone A82 750W	62.50	55.00
Keystone K161 750W	89.00	70.00
Revere 48 750W	88.00	69.00

Slide Projectors

Revere 553 Auto 300W	47.50	30.00
Revere 555 Auto 500W	57.00	44.00
Revere 888 500W Auto	74.00	60.00

16mm CAMERAS

Auricon f1.9	534.00	350.00
B&H 70DL f1.9	194.00	170.00
B&H 200 f2.5	119.50	85.00
Keystone A-12 f1.9 Tur	95.00	80.00
Keystone A9 f2.5	47.50	35.00
Keystone A-15 f1.5	126.00	95.00
Keystone K51 f1.9 Mag	102.50	80.00
Pathe Super Tur	269.00	180.00
Zoomar f2.8	379.00	300.00

2¼ x 2¼ REFLEX CAMERAS

Minolta Autocord f3.5.	53.50	40.00
Rolleicord IV f3.5 Xen	61.00	50.00
Rolleicord III f3.5 Xen	57.50	45.00
Rolleicord V f3.5 Xenar	72.00	55.00
MX Rollei f3.5 Xenar.	99.00	80.00
MX Rollei f3.5 Tessar	109.00	85.00
MX Rollei f2.8 Xenotar	159.00	130.00
Hasselblad/1000 f2.8	239.00	185.00
Hasselblad/1600 f2.8	276.00	200.00
Ikoflex IIA Auto f3.5.	69.00	50.00

35mm STEREO CAMERAS

Revere f3.5	77.00	55.00
Stereo Realist f3.5	59.00	45.00
Edixa Ster 3A f3.5 RF	59.00	45.00

PRESS CAMERAS

23 Ann Graph RF f4.5	69.50	45.00
45 Ann Graph RF f4.5	79.50	50.00
45 Linhof Super Tech RF f4.5 MX	194.00	160.00
23 Linhof Super Tech RF 3-lenses Comp.	379.50	315.00
45 Bace Spd f4.7 RF.	149.50	110.00
45 Speed 1956 f4.7 Graphic Multifocus RF Rangelite	189.00	145.00

MOVIE KODACHROME

FACTORY PACKED—1 YR. EXP. DATE

PRICE INCLUDES PROCESSING

8mm—25 FT DOUBLE		16mm 100 FT ROLL	
3 ROLLS	$9.49	1 ROLL	$8.50
6 FOR	18.50	3 ROLLS	24.99
10 FOR	29.99	5 FOR	39.99
8mm 25 FT MAG		**16mm—50 FT MAG**	
3 MAGS.	$10.99	3 MAGS.	$16.99
10 FOR	32.95	10 FOR	53.50

BOLLEX-100 ft 8mm DOUBLE

1 ROLL $10.88 • 3 FOR $31.49

35mm KODACHROME

FACTORY PACKED—1 YR. EXP. DATE

PRICE INCLUDES PROCESSING

20 EXP		36 EXP.	
3 ROLLS	$7.95	3 ROLLS	$11.59
6 FOR	14.99	3 FOR	18.75
10 FOR	24.50	10 FOR	35.95

SENSATIONAL 100 ASA SUPER ANSCOCHROME

FACTORY PACKED—1 YR. EXPIRATION

PRICE INCLUDES 24 HR. PROCESSING MAILING BAGS INCLUDED

20 EXP. MTD.		120-620	
1 ROLL	$3.85	1 ROLL	$2.15
3 ROLLS	8.25	3 ROLLS	5.99
10 ROLLS	23.99	10 ROLLS	18.50

FOR DIM LIGHT — FOR SUPER SPEED

ASA 32 MOVIE ANSCOCHROME

PROCESSING INCLUDED IN PRICE

FACTORY FRESH — 1 YR. EXP.

8mm 25' DBL. ROLL		16mm 100' ROLL	
3 ROLLS	8.49	1 ROLL	7.95
6 FOR	15.99	3 FOR	22.75
8mm 25 FT. MAG.		**16mm 50' MAG.**	
3 FOR	9.99	3 FOR	14.99
6 FOR	18.99	6 FOR	28.99

COUPLED RANGEFINDER 35mm PAX

- F3.5 LUMINOR LENS
- FULL FX FLASH SYNCH.
- SHUTTER SPEEDS B-1/300

REGULAR $49.50

SPECIAL **$29.99**

DELUXE CASE $4.99

5 PCE. OUTFIT • PAX CAMERA • CASE • SURE SHOT FAN FLASHGUN • SUNSHADE & FILTER SET IN LEATHER CASE • SPECIAL $38.99

MONEY BACK GUARANTEE

8mm MATCHED LENS SETS!

● Guaranteed Top Quality ● Needle Sharp and Precision Made ● CLICK STOPS

● Regularly sells for double the price.

8mm W.A. ...F1.9 ctd. / 38mm Tele ...F1.9 ctd. SET $34.95

7mm W.A. ...F2.5 ctd. / 38mm Tele ...F2.5 ctd. SET $29.95

FULLY AUTOMATIC WIDE ANGLE LENS

35mm—F3.5 Ctd. 6 Element For EXAKTA

REG. $98.50 MINIFILM SPECIAL **$59.50** BRAND NEW

CLOSEOUT WORLD'S FINEST 35mm VIEWER

$7.95 Value ONLY **$4.99**

New GENUINE PENTACON 35mm REFLEX

- Famous Schneider Ultra Fast F2 Ctd. Lens
- Speeds to 1/1000
- Built-in MX Synch.
- Delayed Action
- Auto Film Counter

ONLY **$109.50** NEW

ZEISS TYPE PRISM BINOCULARS

NATIONALLY ADVERTISED...SAVE MORE THAN 50% AT MINIFILM.

These Fine Binoculars Have—
- Coated Prisms
- Lightweight Design
- 2 Year Guarantee
- Case & Shoulder Strap
- Coated Lenses
- Moisture Proof

● Only a subsidy from the Japanese Gov't. to the manufacturer permits these high quality glasses to be sold at these LOW prices. BUY THEM, TRY THEM, if not satisfied, return them—your money back overnight.

6 x 15	I F—$ 9.85	7 x 50	I F—$19.95
6 x 30	I F— 12.95	7 x 50	C F— 21.95
6 x 30	C F— 15.95	8 x 30	I F— 21.45
7 x 35	I F— 18.95	10 x 10	C F— 24.95

Add 10% F.E. Tax To All Binocular Prices

MINIFILM CAMERA STORES

Where Customers Become Friends

MAIL ORDERS TO ▶ 1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

PLEASE ENCLOSE ESTIMATED POSTAGE & INSURANCE. EXCESS WILL BE REFUNDED. NO C.O.D. UNDER 10 DOLLARS. PLEASE ENCLOSE 10% ON C.O.D.

ONLY $10.00 DOWN DELIVERS

ON MINIFILM'S QUICK—CONFIDENTIAL TIME PAYMENT PLAN!

- NO CO-MAKERS
- NO CREDIT INVESTIGATIONS
- NO OUTSIDE FINANCE COMPANY
- STRICTLY CONFIDENTIAL
- UP TO 18 MONTHS TO PAY
- IMMEDIATE ACTION PLUS SPECIAL DELIVERY SHIPMENTS

BIG DISCOUNTS UP TO 50% — ON NEW OR USED EQUIPMENT — SEND COUPON BELOW

LEICA M3

with f2 Summicron Ctd. lens

$269.00 USED

LEICA IIIF BODY, LATEST, NEW	$119.50
F2 SUMMICRON LENS, USED	84.00
LEICA IIIF, F2 SUMMITAR, USED	119.50
LEICA IIIF, F2 SUMMICRON, USED	164.00
LEICA IIIF, F1.5 SUMMARIT, USED	174.00
NEW LEICA MODELS	
LEICA IIIG, Without Lens	$186.00
LEICA IIIG, With 50MM Elmar F3.5 Lens	244.50
LEICA IIIG, With New 50MM Elmar F2.8 Lens	282.00
LEICA IIIG, With 50MM Summicron F2 Lens	342.00
LEICA IIIG, With 50MM Summarit F1.5 Lens	363.00
LEICAVIT, For Sequency Photography	24.00

Famous MINOLTA AUTOCORD CAMERA

F3.5 Ctd. Lens, MXF Syncro, 1 Sec. to 1/400 Sec. Auto Film Transport, Built-In Self Timer

REG. $99.50 SPECIAL $51.95 USED

The EXPOSURE METER

YOU HAVE ALWAYS WANTED!

NATIONALLY ADVERTISED FAMOUS MAKE

AT Savings Over 50% Below Wholesale

Reg. Value 12.95 NOW $4.95 with Case and Chain

New ULTRA BLITZ EXPERT IV ELECTRONIC FLASH

- 80 Watt Seconds—Same Power As A Number 5 Flashbulb
- PORTABLE AND A.C.
- TAKES 5 SMALL D CELL BATTERIES
- LIFETIME FLASHTUBE

FINEST OF THE GERMAN IMPORTS

REG. 109.95 LESS BATTERIES $37.50

IMPROVE YOUR PICTURES

6 Section Elevator Tripod with Deluxe Pan Head

It's light...compact... designed to fit your movie or still camera!

MINIFILM SPECIAL $7.95

ARGUS C3 AND ARGUS 300 WATT PROJECTOR

FAMOUS ARGUS C3, L.N. CASE, FLASHGUN

Brand New 300 Watt Blower Cooled ARGUS Projector (Newest 1957 Model)

Only $69.95 COMPLETE

ALL BRAND NEW-AT BIG DISCOUNTS

BRAND NEW 8MM MOVIE

	Reg. Price	Sale Price
Kodak Brownie f2.7	29.95	$ 22.50
Kodak Brownie f2.3	37.50	29.00
Kodak Brownie f1.9	46.50	33.95
Kodak Brownie Turret f1.9	79.50	62.50
B&H 220 Camera f2.5	39.95	33.50
B&H 252 Camera f2.3	49.95	38.50
B&H 252D Camera f1.9	59.95	45.00
B&H 134 V Camera f2.5	99.25	78.00
B&H 134 W Camera f1.9	119.95	99.00
Kodak Brownie Medallion Mag. f1.9	129.50	97.50
B&H 172 B Mag. f2.5	134.95	110.00
B&H 134 TA Turret f1.9	169.95	133.00
B&H 172A Mag. Turret f1.9	199.95	153.00

BRAND NEW 16MM MOVIE

	Reg. Price	Sale Price
B&H 200 T f1.9	244.95	$194.00
Cine Kodak K100 Turret f1.9	315.00	249.50
B&H 200 TA f1.9	289.95	227.00
B&H 200 EE f1.9	299.95	238.00
B&H 700R f1.9	385.50	307.00
Cine Kodak Special II f1.9	1275.00	1030.00

BRAND NEW 8 & 16MM PROJ.

	Reg. Price	Sale Price
8mm Brownie 300 W	62.00	$ 46.50
8mm Brownie 500 W	74.50	55.00
8mm B&H Mastervy 253	79.95	61.50
8mm Kodak Showtime, 500W	115.00	85.00
8mm B&H Regent 122 LC	159.95	127.00
8mm B&H Regent 122 LR	179.95	139.00
16mm B&H Statesman	233.95	188.00
16mm B&H Diplomat	299.95	239.50
16mm Kodak Pageant Sound	459.00	345.00
16mm B&H 385 C Sound	479.95	387.00
16mm B&H 302 C Mag. Sound	734.00	592.00
Ampro Stylist DeLuxe Sound	419.85	305.00
8mm DeJur Proj. 500 W	69.95	53.00
8mm DeJur Proj. 750 W, case	166.00	119.00
8mm DeJur Proj. 1000 W	181.00	136.00

BRAND NEW SLIDE PROJ.

	Reg. Price	Sale Price
TDC Headliner 303, Selectron & CC	59.50	$43.50
Kodak Signet 300	59.50	45.00
Kodak Signet 500	72.50	54.95
TDC Duo 300 Projector	67.50	51.00
TDC Model D Selectron & CC	79.50	59.95
TDC Duo 500 Proj.	84.50	63.00
TDC Stereo Projector Viewer	144.50	108.00
TDC Stereo Proj. (500)	149.50	112.00
B&H Robomatic Proj. & case	149.50	112.00
TDC Streamliner 500 Selectron & CC	89.50	67.00
Graflex Constellation 300W, Auto Changer	89.75	68.50
Graflex Constellation 300W, Auto Slide Timer	99.75	74.50
Argus 300 W, RC	39.50	29.50
Argus 300 W Auto Changer, case	62.50	46.95
A.O. 300 W Auto	69.50	46.50
A.O. 500 W Auto	76.50	56.50
Bramberger Rocket Auto 300 W	59.50	39.50
Bramberger Riviera 2¼ Square 300W	59.50	39.50
Bramberger 2¼ Square with Auto Changer, 300 W	74.95	57.00
Bramberger 500 W 2¼ Square, Auto Changer	84.45	63.50
Viewlex, Projectomatic, case, 6 trays	79.50	59.50
Viewlex Powermatic, 500W case, 6 trays	119.50	89.00
LaBelle Showman, 300 W	59.95	44.95
LaBelle Producer, 500 W	94.95	69.50
LaBelle Professional 75, 500 W Remote	154.95	117.50

BRAND NEW 35MM CAMERAS

	Reg. Price	Sale Price
Kodak Pony 135C f3.5	36.50	$ 26.95
Signet 40 f3.5 & flash	69.00	49.95
Kodak Signet Camera f3.5 Ektar	75.00	54.50
Retina IIC Camera f2.8 Xenar	129.50	89.50
Retina IIIC Camera f2 Xenon	198.00	114.95
Ricoh "35" f3.5, case, flashgun	59.95	46.95
Ricoh 500 f2.8 MFX 1/500 Sec.	69.95	52.50
Argus C3 f3.5 ctd. case, flash	69.95	52.50
Argus C4 f2.8 ctd. case, flash	99.50	74.50
Argus C44 f2.8 ctd. case, flash	117.00	87.00
Alros III f1.9 MX, 500 sec.	99.50	79.50
Regula Gypsy, cpld. Rfdr. f2.8 Cassar	69.50	49.50
Robot Royal "36", f2 Sensar	329.95	247.50
Graphic 35 f3.5 case, flash	89.50	67.00
Graphic 35 f2.8 case, flash	99.50	74.50
Stereo Graphic f3.5 case, flash	79.50	59.50

BRAND NEW LENSES FOR EXAKTA, PENTACON PRAKTICA, PRAKTIFLEX, ETC.

	Reg. Price	Sale Price
28mm f3.5 Angenieux	120.00	$ 89.00
35mm f2.5 Angenieux	99.50	74.50
90mm f1.8 Angenieux	149.50	113.00
90mm f2.5 Angenieux	94.50	69.75
135mm f3.5 Angenieux	89.50	67.50
180mm f4.5 Angenieux	96.00	72.00
35mm Auto Flektogon	149.95	112.00
50mm f2 Auto Biotar	165.00	124.00
50mm f2.8 Auto Tessar	100.00	74.50
75mm f1.5 Biotar Preset	216.50	162.50
180mm f2.8 Sonnar Preset	395.00	249.50
50mm f1.9 Auto Xenar	169.50	127.50
135mm f3.5 Auto Tele Xenar	144.50	108.50
200mm f5.5 Tele Xenar Preset	134.50	93.50
40mm f3.5 Steinheil Cassaron	56.50	41.50
55mm f1.9 Auto Quinon, Steinheil	169.50	127.00
85mm f2.8 Steinheil Culminar	65.00	49.00
135mm f2.8 Steinheil Quinar Preset	149.50	112.00
200mm f4.5 Steinheil Quinar Preset	149.50	112.00

BRAND NEW REFLEX CAMERAS

	Reg. Price	Sale Price
Yashica A, f3.5 synchro.	29.95	$ 22.95
Yashica C, f3.5 MX, synchro.	46.50	34.95
Yashica LM, f3.5, MX, built-in meter	59.95	45.95
Seiliger 66, f3.5 Dynaro	99.50	74.50
Super Ricohflex, f3.5, case	35.90	26.95
Edixa Reflex, f2.8 ctd. Steinheil	99.50	74.50
Rolleiflex Automat, f3.5 ctd.	119.50	89.50

BRAND NEW EXPOSURE METERS

	Reg. Price	Sale Price
Bowi Automatic	29.95	$ 19.95
G.E. PR1	32.50	23.50
G.E. Guardian, case	34.50	25.50
Argus L3, case	16.95	12.75
Argus L44, case	17.50	13.50
Weston Master III & Case	32.50	24.50

BRAND NEW TAPE RECORDERS

	Reg. Price	Sale Price
TDC Stereotape	269.50	$194.50
B&H Miracle 2000	299.50	216.00

YES! YOUR TRADE-IN ALLOWANCE IS ALWAYS HIGHER AT MINIFILM*

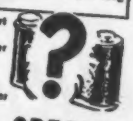
ALL BRAND NEW VALUES!

	PLUS YOUR OLD
Konica III, F2 Ctd. Hexanon $ 68.00	35mm Camera or Reflex
Alros III, F1.9 Ctd. 49.00	35mm Camera or Reflex
Argus C3, F3.5, Case, Flash 28.95	35mm Camera or Reflex
Retina IIIC. F1.9 Xenon 94.50	35mm Camera or Reflex
Lordomat C35, F1.9 Lordon 99.50	35mm Camera or Reflex
Retina IIC, F2.8 Xenar 74.50	35mm Camera or Reflex
Contaflex I, F2.8 Auto Tessar 84.00	35mm Camera or Reflex
Yashica LM, F3.5 Ctd., Meter 39.50	35mm Camera or Reflex
Latest Auto Exakta VX Body 43.50	Exakta VX Body
Contax IIA or IIIA Body 78.50	IIA or IIIA Body
Latest Auto Rolleiflex F3.5 Xenotar 89.50	Rolleiflex MX
Canon V, F1.8 Canon 68.50	Leica IIIF, F2 Summicron
B & H 200EE, F1.9 Ctd. 128.50	16mm Mag. Camera

30-DAY FREE TRIAL FULL REFUND GUARANTEE

CLOSE OUT!

In closing out these fine precision cameras the German manufacturer made us promise not to hint at his name. However, after one look at these specifications it won't take you long to guess.



- Auto Film Transport Lever
- Built-In Rangefinder
- Built-In Exposure Meter
- F2.8 Steinheil Cassar CTD Lens
- Double Exposure Prevention Lock and Self Cocking Shutter
- Built-In Self Timer
- Prontor LVS Shutter 1—1 300 Sec.
- Full MFX Synchro

SPECIAL $39.95

DELUXE CASE $5.95

FLASHGUN 3.95

New RETINA IIIC

- COUPLED RANGEFINDER
- F2 CTD. SCHNEIDER XENON
- COMPUR RAPID LVS 1/500

MINIFILM SPECIAL 114.00 NEW

Latest AUTO ROLLEIS

W/F3.5 Xenar L. M. $109.50

W/F3.5 Tessar L. M. $119.50

W/F2.8 Xenotar L. M. $159.50

Trade In Your Old Rollei for the Latest 1957 Models with Built-In Lightmeter! Bonus Allowance Toward all F3.5 G and F2.8 E Models.

LATEST New AUTO EXAKTA VX

With F2.8 Auto Zeiss Tessar PS $219.00

With F2 Auto Zeiss Biotar PS $244.00

With F1.9 Auto Schneider Xenon PS $249.00

New Carrying Case $11.00

4 X 5 CROWN GRAPHIC

135mm F4.7 Kalart Rangefinder Compur MX Ektalite Field Lens, Latest Graflock Back.

$169.00

MINIFILM CAMERA CORP. M7

Please rush the following .....

I wish to trade in .....

Enclosed is $..... ☐ Complete payment ☐ Ship COD for balance

I wish to pay $..... each month for ..... months. ☐ I am shipping my equipment under separate cover.

OCCUPATION .....

EMPLOYED IN PRESENT JOB .....

HOW LONG AT PRESENT ADDRESS .....

Name .....

Address .....

City .....

State ..... Telephone No. .....

AGE ..... ☐ Send FREE 1957 Catalog

MINIFILM CAMERA STORES

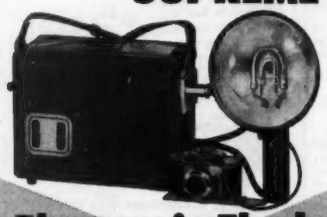
Where Customers Become Friends

MAIL ORDERS TO ▶ 1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

- 167 WEST 32nd STREET N.Y.C.
- 42 EAST 59th STREET N.Y.C.
- 1 WEST 42nd STREET N.Y.C.

FLEXIBILITY is only one of the reasons why professionals prefer...

Ultrablitz® SUPREME



Electronic Flash

VARIABLE VOLTAGE INPUTS!
110V to 240V A.C.—you're sure of professional results with any voltage . . . anywhere (Europe, for example, uses 220V; South America, 110V to 220V)

VARIABLE POWER CONTROL!
Controlled by "half" and "full" power switch!

VARIABLE ANGLE OF ILLUMINATION!
Adjusts to any lens angle for the amount of coverage you want!

MORE PRO-PREFERRED FEATURES:

- Guide Numbers: 450 b&w (ASA 100); 90 to 100 daylight color
- Power Sources: 4 volt storage battery with built-in charger and 110V to 240 A.C.
- Variable Flash Speed: 1/400th to 1/4000 sec.
- Color Temperature: 5600° K
- Recycling Time: 8 sec.
- Reflector: 6½" variable-beam 50°-90° angle with Fresnel Diffuser
- Accessories: 1. Booster to 450 watt seconds for 145 color guide; 2. photo cell for slave operation; 3. extension flash unit; 4. modeling lights; 5. Lifetime Nickel Cadmium Battery.

$199.95 Complete
Incl. reflector, batteries, brackets and Synchro Connecting Cord.

® Deutsche Elektronik GMBH Berlin

Service is Guaranteed by
ALLIED IMPEX CORP.
17 W. 17th St., New York 11, N. Y.
6918 Melrose Ave., Hollywood, California
215 West Ohio St., Chicago 11, Ill.

modern COLOR

by ROBERT CRANDALL

How practical is the color correcting and retouching of color transparencies?

This is always a difficult question to answer because the art of color correcting a transparency, even in the professional and commercial fields, is a rather rare one, and is confined mostly to color labs and color art studios which specialize in custom photographic work. Art studios zealously guard their techniques, materials, and methods—and very little, if anything, is ever written about color retouching on color transparencies. Although I feel, personally, that such secrecy is rather ridiculous, I also feel that if I were to list such chemical bleach formulas as we use, and certain of the highly specialized techniques, it would be completely beyond the average amateur's reach both to procure the necessary materials and to train himself in performing these tasks. For this reason I would like to limit our discussion to those techniques which can easily be practiced by the advanced amateur, using materials which are readily available.

It is important, first, to note that not all transparencies can be improved by color retouching. Color retouching refers specifically to the addition of color dyes to the surface of the color transparency. If a transparency is quite dense or underexposed, the addition of dye will only serve to make it look even more dense, and is usually unsatisfactory.

When color can be applied

The addition of dyes can be used to accomplish the following:

1. To color correct an overall unpleasing color cast by the addition of a color wash which neutralizes the unwanted color.

2. To fill in spectral highlights (glares, reflections, etc.) in a normally-exposed transparency which might otherwise detract from the center of interest.

3. To brighten grass areas, sky areas, etc.—such as might be obtained on a gray or sunless day—by increasing saturation with addition of more brilliant greens, blues, etc., where needed.

Direct Reading
One-hand Operation

Has both conventional and linear scale, and is calibrated to ASA and DIN specifications. Equipped for both reflected and incident light.

ZEISS IKON

IKOPHOT RAPID
EXPOSURE METER
In genuine leather case, $25.
See it, try it. At leading dealers.
CARL ZEISS, INC., 485 Fifth Avenue, New York 17

ACTION
ACTION
For the first time in Photographic History

NOW you can FOCUS and SHOOT in a SPLIT SECOND with the new spring loaded, trigger operated FOLLOW FOCUS lenses by

NOVOFLEX

FOR

240mm f4.5	249.50
300mm f5.6	256.50
400mm F5.6	279.50

MINIFILM CAMERA CORPORATION
1190 Sixth Avenue, New York 36, N. Y.

4. To dramatize a subject by darkening certain areas of the picture.

Since this column is concerned with readers who use miniature-size films, it is quite obvious that extreme detail retouching is impossible, except under an extremely high powered magnifier, and then only by a very skilled hand.

The types of corrections listed above can, in general, be accomplished by using washes of color for broad interpretations. However, as always, I would like to leave it up to the individual to experiment and determine how far he can go.

What kind of dye to use

There are many dyes used in color retouching, but the best dye that my laboratory has found for this work is one which is specifically designed for work on photo gelatin, called Webster Photocolors. A junior-size kit can be obtained for about $12 from Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. Your local photo or art dealer can order for you.

We experimented, before writing this column, with the common household vegetable colorings such as are used on cake frostings. These colors work very well; however, I seriously doubt that their stability is as good as that of the Webster dyes, and they are subject to fading from heat and with passage of time.

One important thing to remember: the stability of both of these dyes can be increased tremendously if a 2 percent solution of acetic acid (or vinegar) is applied with a brush to those areas of the transparency to which color has been added. Incidentally, these dyes are never used in concentrated form, but are always diluted with water. It is much easier to add successive layers of a thin dye to obtain the correct color than it is to remove the dye if too much has been added.

While we are on the subject, it may be well to point out that where acid "sets" the dye to increase its stability, a mild alkali will act as an aid to removal of the dye. Webster Bros. Lab. also supplies a Photocolor Remover, which is ideal for this purpose. All professional photo dye removers can be used full strength, as they are prepared in a mild form so as not to dissolve the gelatin to which the dye has been added.

The best tool for removing a transparency dye is a Q-Tip, or other cotton-tipped stick, saturated in dye remover solution. Gently dab at the area from which the color is to be removed without rubbing excessively. As we will discuss further on, certain color films can be retouched only on the emulsion side, and the original image could suffer from an overexposure to dye remover.

Materials and equipment

The brushes we use to apply the dye to the color transparency are the finest Winsor & Newton red sable brushes

(Continued on page 52)

FP3 FILM

"FOR FACES AND PLACES"

Ilford's fine grain film FP3

. . . first with the connoisseur!

Available in all popular roll and sheet sizes

Ask at better camera stores everywhere

ILFORD INC. 37 WEST 65th STREET, NEW YORK 23, N.Y.
IN CANADA: W. E. BOOTH CO. LTD., 12 MERCER ST., TORONTO 2B.

Not just more light, but MORE CONTROLLED LIGHT

Ultrablitz® Electronic Flash

(You control the power . . . you control the coverage!)

ROCKET "D" (110V A.C. and Battery)

Ultra-Fast Recycling!

Guide Numbers: 310 b&w (ASA 100); 78 daylight color. Recycling: 2-5 sec. Variable Brilliance: controlled by "half" and "full" power switch. Angle of illumination: 50°-80°. Color Temp.: 5600°K. Flash Speed: 1/800-1/1500 sec. Ready Light.

$99.95 incl. battery and Synchro Connecting Cord

ROCKET "WL" (110V-240V A.C. and 4V Wet Cell)

Extra Versatility!

Guide Numbers: 310 b&w (ASA 100); 78 daylight color. Recycling: 4-8 sec. Variable Flash Speed: 1/800-1/5000 sec. Built-in Charger. Focusing reflector for normal and wide angle coverage. Adaptable for slave operation, and side lighting.

$124.95 incl. batteries and Synchro Connecting Cord

®Deutsche Elektronik GMBH Berlin

Service is Guaranteed by

ALLIED IMPEX CORPORATION

17 W. 17th St., New York 11, N. Y.

6918 Melrose Ave., Hollywood, Calif.

MODERN COLOR

(Continued from page 51)

—No. 000, 00, 0 and No. 1. These are very fine, small brushes which are ideal for use on small-size transparencies. Long-fiber cotton is very useful for removal of excess color from both brushes and transparencies. You must have a palette of some nature, such as a china dish, and a glass of water.

It goes without saying that in order to retouch a color transparency, the enthusiast must have some method of viewing the transparency while he is working on it. I would like to suggest a view box, such as the Eastman Kodak transparency illuminator, which is available for approximately $12 through your photo dealer. But, as this is an expensive item for infrequent usage, a piece of ground glass or opal glass set into a small frame with a light behind it will suffice. If you have an enlarger in your darkroom which uses an opal glass, or perhaps a cold light head on your enlarger, a makeshift viewer can be fashioned.

Before you begin to work, you must know what make and type of color film you are about to retouch. This is necessary because the color dyes can only be absorbed by the gelatin layer—will not cling to acetate, which is the material on which the color film emulsion is coated. Some color films have gelatin coatings on both sides of the film; others have the image-carrying emulsion on one side, the acetate base on the other side.

Which side to retouch

1. Kodachrome. Kodachrome has an acetate base on one side and gelatin emulsion on the other. Any corrections made on this film must be applied to the emulsion side. Great care should be taken to avoid destroying the photographic image which is in this emulsion layer. To prepare a Kodachrome transparency for retouching, a protective lacquer coating that has been applied during processing must be removed. This can be done by swabbing the emulsion side with cotton soaked in color remover or a mild alkali.

2. Anscochrome. Anscochrome, like Kodachrome, must be color retouched on the emulsion side as there is no gelatin coating on the base side. Anscochrome processed by independent labs does not have a lacquer coating on it, and the Ansco office assures us that film processed in their labs is also lacquer-free. Special care should be taken with Anscochrome. Avoid excessive handling and scrubbing while the gelatin is wet. Also, I would suggest that dye remover be used sparingly to avoid any color shifts of the photographic image.

3. Ektachrome E-2 35mm. This film is the only small-size color film with which we have been unsuccessful in our attempts at color correction. The main reason for this is that there is no gelatin layer on the base side, and,

(Continued on page 54)

Your Best Investments: the Proudest Name in Slide Files...

BARNETT & JAFFE baja®

No. 1 BAJA

BUILT TO LUXURY CUSTOM STANDARDS BY AMERICA'S MOST EXPERIENCED CRAFTSMEN!

Truly "Fits-All" Cases for Automatic Changer Trays or Magazines

Strong: Modern: Impact-Proof: Made to Last a Long Lifetime!

baja When Your Favorite Camera Store Shows You Baja Cases You Know You Are Looking at the Ideal Companions for Your Precision Cameras and Projectors. Buy With Guaranteed Confidence. Baja Portable Slide Cases Are Features in Fine Stores Throughout U.S.A., Canada and Mexico. Write for FREE Catalog.

BARNETT BAJA JAFFE

LET'S TALK PRICE

AUTOMATIC EXAKTA VX
Latest Brand New $47.50
- Single flash post
- Improved shutter
- Body lock and your old Exakta VX
- New Exposure counter body for body

$77.50 and your Exakta V
$97.50 and your Exakta I or II
pending inspection

EXAKTA LENSES

35mm Travogon F:3.5 W.A. autom., L.N.	43.00
40mm Meyer F:4.5 W.A.L.N.	19.95
50mm Westanar F:2.8 automatic, L.N.	39.50
50mm Auto-Xenon F:1.9 automatic, L.N.	98.00
58mm Biotar F:2 automatic, L.N.	96.00
75mm Primoplan F:1.9 pre-set, NEW	68.50
135mm F:3.5, pre-set, NEW	37.50
135mm F:2.8 Ultraspeed, pre-set, NEW	47.25
180mm Tele-Picon F:5.5, pre-set, NEW	45.00
250mm Tele-Picon F:5.5, pre-set, NEW	50.00
400mm Tele-Picon F:5.5, pre-set, L.N.	79.95
Prism Finder for Exakta, L.N.	17.50
Set Extension tubes $7.00 Ext. bellows	14.00

SUPER HAPO 35m/m

GERMAN PRECISION MINIATURE
BRAND NEW $39.95 WITH 'BC' FLASHGUN
- Fast F:2.8 ctd. lens
- Coupled Rangefinder
- Latest Prontor SVS
- Built-in Selftimer
- Rapid Advance Lever

regular $79.50

ROLLEIFLEX SALE!

Rolleicord II, Zeiss 3.5	29.50
Rolleicord V, Xenar 3.5 LVS	62.95
Auto Rolleiflex, Tess. 3.5	62.00
Auto Rolleiflex, Xenar 3.5	88.00
Auto Rolleiflex, Tess. 3.5 MX	106.00
Auto Rolleiflex, Xen. 3.5 MX	98.00
Auto Rolleiflex, Tess. 3.5 LVS	129.00
Auto Rolleiflex Xen. 3.5 LVS	119.00
Auto Rolleiflex 3.5G, Meter	158.00
Auto Rolleiflex 2.8D, LVS	169.00
Auto Rolleiflex 2.8E, Meter	197.00

All used, perfect, guaranteed

CONTAFLEX OUTFIT

Tessar F:2.8 ctd. 'MX' Synch-automatic Diaphragm with B.C. flash and close-up lens Used $89.50
Contaflex II, Exp. meter $99.25
Auxil. Telophoto or W.A. lens $14.95 Each

GRAPHIC-LINHOF

4x5 Crown F:4.7 Rfdr., disc. ....brand new $146.75

Ann. Speed With Rfdr. Flash	
2¼x3¼ F:4.5 Lens	59.95
3¼x4¼ F:4.7 Lens	59.95
4x5 F:4.7 Lens	89.95
Pacemaker Crown 23, F:4.5	98.00
Pacemaker Speed 45, F:4.7	138.50
Linhof 23, Xenar F:3.5	225.00
Linhof 45, F:4.5	193.95
BRAND NEW 4x5 B&J View with L.N. Xenar F:4.5	77.00
BRAND NEW 5x7 B&J View	88.50
80mm Wide Field Ektar, synch	46.00

BOLSEY B-22 THREESOME

$39.95 'SET-O-MATIC' with case and flash BRAND NEW
Reg. $79.50
BOLSEY 'C,' Reflex case & flash BRAND NEW $49.75
JUBILEE, F:2.8, Case & flash BRAND NEW $49.75

STEREO SPECIAL

Stereo Realist, F3.5 Rfdr.	88.95
Ilocs II, F3.5 ctd. New	38.00
Edinex IIA, F3.5 Rfdr.	46.00
Kodak Stereo, F3.5	42.25
Graphic Stereo, F3.5	31.75
Revere Stereo, F3.5 Rfdr.	68.50
TDC Stereo F:3.5	39.50
Stereo Realist Viewer	6.95

$58.95
All used, perfect, guaranteed.

WE WILL NOT BE UNDERSOLD!

REFLEX & ROLLFILM CAMERAS	NEW	USED
Exakta 66, Tess F:2.8	319.50	142.00
Graflex Super D 3x4, autom.	289.50	98.00
Ikoflex IIA, Latest, MX, autom.	98.50	64.00
Kodak Chevron, F:3.5 Rfdr.	97.50	69.75
Kodak Medalist II, Ektar F:3.5	.....	97.25
Polaroid 95 camera	[illegible]	35.50
Ricohflex F:3.5 ctd.	[illegible]	15.95
Soligor [illegible] F:3.5 synch	[illegible]	58.00
Voigtl[illegible] Bessa, [illegible]	124.50	56.25
Yashi[illegible] F:3.[illegible]	75.00	46.50
MOVIE CAMERAS & PROJECTORS		
B & H 2[illegible]mm F:2.5	★★★	18.25
B & H [illegible] 172B	★★★	74.25
Cine Kodak Ma[illegible] F:1.9	★★★	51.95
Cine Kodak Brownie F:2.7	★★★	16.95
Cine Kod[illegible] Turret F:1.9	★★★	49.50
Revere Mag. F:2.5	99.50	43.95
Revere 84, Turret, F:2.5	122.50	46.00
Wollensak 43, 3 lenses, roll	99.50	56.50
Wollensak 53, 3 lenses, roll	199.50	102.00
Wollensak 23, Mag. 3 lenses	239.50	128.95
B & H 253 'Monterey' 500W	★★★	39.50
Keystone K 100 latest, case	99.50	51.00
Keystone K 109, splicer, case	169.50	67.95
Kodak Brownie, case	★★★	33.25
Revere 85, 500W	114.50	41.95
B & H Autoload, Mag. F:2.5	★★★	49.00
B & H 200E, electric Eye	★★★	189.00
B & H 70DA, F:1.9	.....	159.50
Cine Kodak Mag 16, F:1.9	.....	49.00
Cine Kodak Royal, F:1.9	★★★	86.00
Mansfield F:2.5, 100'	38.75	21.00
Pathe Super 16 F:1.9	489.50	208.75
Revere Turret 100' F:1.9	194.50	123.75
Victor IV, Turret, 3 lenses	278.00	91.25
Victor Model 40, sound	520.00	98.50
B & H 'Utility' sound proj	★★★	118.00
B & H 202 'C' Magnetic sound	★★★	368.00
35mm CAMERAS		
Aires III F:1.9, Rfdr.	[illegible]	56.75
Argus C3, case and flash	[illegible]	29.50
Argus C[illegible] case & flash	[illegible]	62.75
Canon [illegible] F:1.5 [illegible]	285.00	106.95
Canon [illegible] latest [illegible]	325.00	168.00
Co[illegible] V	176.00	119.50
Contaflex [illegible] exp. meter [illegible]	199.00	134.50
Contax [illegible] Sonnar F:2	.....	63.95
Contax III, Sonnar F:2	.....	65.95
Contax IIA, Sonnar F:2	298.00	119.50
Contax III, Sonnar F:1.5	348.00	169.25
Exa, F:2.9 MX synch.	85.00	34.00
Exakta I, F:2.9, synch.	.....	42.00
Exakta II, F:2.8 automatic	.....	68.00
Exakta VX Biotar F:2 autom.	336.00	182.75
Kodak Pony F:4.5 synch.	★★★	9.75
Kodak Signet, Ektar F:3.5 Rfdr.	★★★	33.25
Kodak Retina III C, F:2 Ex. Met.	★★★	84.95
Konica III, Hexanon F:2 FMX	119.50	61.50
Leica IIIA, F:2, Rfdr	.....	62.25
Leica IIIC, F:2, Rfdr	.....	86.75
Leica IIIF, F:2 synchro Rfdr.	[illegible]	123.75
Leica M3, [illegible]micron F:2	[illegible]	286.00
Minolta [illegible] F:2.8, Rfdr.	[illegible]	34.00
Minox [illegible] F:3.5 [illegible]	139.50	69.95
Nikon S[illegible] synch.	.....	128.00
Nikon S2, [illegible] synch.	385.50	184.00
Pr[illegible]ina [illegible] F:2 [illegible]	297.50	166.50
Ri[illegible] case and [illegible]	59.50	28.95
Ri[illegible]00, F:2.8 [illegible]dr.	69.50	29.75
Robot Royal [illegible].9 Rfdr.	295.00	123.50
Robot 'Star,' F:2.8 'MX' synch.	79.00	.....
Voigtlander Prominent F:1.5	270.00	112.25
Voigtlander Vitessa L, F:2.8	139.50	79.00
Voigtlander Vito IIA F:3.5	54.50	29.50
Voigtlander Vito B F:3.5	45.00	24.00

WRITE FOR LOWEST PRICE ★★★

EXPOSURE METERS

BRAND NEW DEM. MODELS

FR with Light Magnifier	7.95
BEWI AUTOMAT 'A' reg. 29.50	16.95
G. E. GUARDIAN, latest	23.50
NORWOOD DIR. reg. 32.95	16.75
NORWOOD M-3, reg. 16.95	4.95
SEKONIC with case & chain	6.50
WESTON MASTER III, latest	22.00
WESTON MASTER II, used	10.95
ZEISS IKOPHOT reg. 28.00	19.95

CONTAX IIA. Rfdr. X

Synch. with NOKTON F:1.5 ctd. lens BRAND reg. $364.00 NEW $168.00

CONTAX IIIA, Rfdr. X

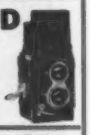
Exp. meter, with NOKTON F:1.5 ctd. lens BRAND reg. $394.00 NEW $198.00
BRAND NEW

GRAPHIC 35

Complete with case & flash
- F:3.5 ctd. lens
- Synchro shutter
- Cpld. Rangefinder

$39.00 used
Telephoto & W.A. lenses $14.95 each

MINOLTA AUTOCORD



$51.50 USED
- Fully autom.
- MX synch.
- Lever wind

List $99.55
MINOLTA AUTOCORD 'L' with Exp. Meter, used $67.95

KONICA II

BRAND NEW
- Hexanon F:2.8 lens
- Coupled Rangefinder
- F-M-X full synch.
- Double exposure prev.
- Helical focusing track

regular $89.50 $49.50

EXCLUSIVE! REFLEX-PRIMAR

Single lens Reflex focal plane shutter, swings and tilts, 210mm Meyer F:3.8 Primoplan ctd. lens complete with 3 holders.
reg. $298.00 $112.50 BRAND NEW

RETINA IIIC BRAND NEW

Xenon F:2, LVS, Exp. Meter
$55.00 and your Retina II
$68.00 and your Argus C4
$76.00 and your Kodak Signet
Mail coupon for FREE estimate

HASSELBLAD

2¼x2¼ Reflex focal plane shutter, Ektar F:2.8 ctd. pre-set.
$192.50 used 'MX' synch., interchangeable magazine
Same outfit, with 135mm F:3.5 pre-set Telephoto lens & case $284.50
Rollfilm Magazine for Hasselblad 39.50

BELL & HOWELL 70DR

3-lens Turret 16mm Camera
- 1" F:1.9 standard lens
- 3" F:2.5 telephoto
- 17mm F:2.7 W.A.
- Matching Viewfinders.

USED $283.95

B & H 172-A Twin-lens 8mm Magazine, regular and telephoto lenses & matching viewfinders USED $113.50

ELEVATOR TRIPOD

3 section, pan-head center post BRAND NEW $9.95

HEILAND STROBONAR VII

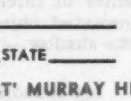
electronic flash, complete with Power Pack and Battery. BRAND NEW $39.85

POLAROID HIGHLANDER

PICTURE IN 1 MINUTE
Wallet size, disc. synchro. BRAND NEW $48.95

OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . . NEW YORK 1, N.Y.

CALL COLLECT

IT'S FREE

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

I am interested in _____

I wish to trade the following _____ PLEASE MAIL FREE QUOTATION

NAME _____ PHONE NO. _____

ADDRESS _____ CITY _____ STATE _____

GET JET

The Most Advanced Development in ELECTRONIC FLASH! and only $69.95

The flash that packs more power, more practical features than any other unit in its price class!

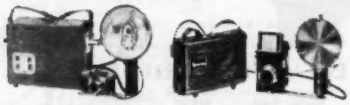
FEATHERWEIGHT—Pack weighs 4 lbs.; Flash Unit 9 ounces! **COMPACT**—8½" x 5¾" x 2½"; *fits into a gadget bag!* **CONTOURED SHAPE**—eliminates "lugging" floppy, cumbersome units! **SUPERCHARGED POWER**—full power gives 80-watt seconds of consistent output. **SUPERHIGH GUIDE NUMBERS** — 250 for black & white, 65 for daylight color **SUPERFAST SPEEDS**—1/1000th second at full power, 1/2000th second at half power! **ECONOMICAL OPERATION** — uses standard 20¢ batteries. **DUAL REFLECTOR** — gives 2 separate angles of flash; for standard and telephoto (50°), one for wide angle (80°).

PLUS—*Built-in Diffuser Screen to eliminate hot-spots; Battery Saver Switch; quick recycling time and Ready Light—action in 5 seconds.* A complete range of accessories also available.

Ultrablitz® JET

All Ultrablitz units operate on Battery and AC Interchangeably.

ULTRABLITZ Jet is imported by Allied Impex Corp., the sole factory authorized importer. Each unit bears the Allied-Impex name, contains factory Warranty Registration Certificate.



Also ask to see the new Ultrablitz ROCKET and SUPREME . . . electronic flash to meet every photographic need.

Service is Guaranteed by

ALLIED IMPEX CORPORATION

17 West 17th Street, New York 11, New York
West: 6918-20 Melrose Ave., Hollywood, Calif.

© Deutsche Elektronik GMBH Berlin

MODERN COLOR

(Continued from page 52)

when a water solution touches the emulsion side of this particular type of film, it becomes opaque and brownish in color while wet, thereby obscuring the true color values from the artist's eye and making retouching extremely difficult.

4. Ektachrome E-2 roll film emulsions have a gelatin coating on the base side which allows the artist to do all of his color correction on this layer without fear of destroying the photographic image.

Color correction techniques

The simplest technique that can be effected is an overall wash of color, designed to correct for an unwanted color cast. To achieve a satisfactory neutralization, the artist should choose a color complementary to that which is predominant in the overall subject. For example, a very yellowish subject would require an overall wash of blue to counteract the excess yellow. To correct for an overall cast of red-blue (magenta) in your picture, the addition of green dye is called for. If the color cast appears to be heavier in the denser areas of the picture, an overall wash of dye should be added until the highlights seem satisfactory, and then additional dye added into only the denser portions.

To fill in spectral highlights, glares, etc., it is best to mix on your palette the same color as is found in areas adjacent to the glare, and to stipple in the area with a very fine point on your brush.

For local retouching, such as brightening grass areas, it is best to use a light color on a dry surface, so that the color can be more carefully controlled, and the bleeding of color into adjacent areas can be avoided.

In applying color locally, remember that the color should be added in direct ratio to the degree of color saturation already present in the various areas of your transparency. That is, green grass in shadow would require more color added than the highlights of the grass, which would require less green. Strive for a photographic effect.

Color added to flesh tones can be quite satisfactory, provided the area of the face is large enough so that the teeth and whites of the eyes can be carefully avoided.

Where a small tint of color is desired in a small space, I would suggest first brushing plain, clear water over this area very carefully with a semi-dry brush. This will aid in spreading the color. At the same time, the color should not bleed beyond that area which has been wetted.

As the enthusiast becomes more familiar with color correction retouching techniques, he can vignette with dyes, focusing greater attention on his center of interest; or, he can delete unwanted objects by throwing them into shadow.—THE END

THE DAGOR STORY

- **Why Buy One?**
  If your camera has an interchangeable lensboard, such as Graflex, Linhof, or any view camera, be sure you equip it with a GOERZ *GOLDEN* DAGOR Lens. Negatives made with this lens will delight the connoisseur. If you already have a standard lens, widen the scope of your camera by adding a longer focal length DAGOR for better perspective in close-ups or portraits. For photography in close quarters get a WIDE-ANGLE DAGOR of 100° coverage!
- **What About Lens Speed?**
  Speed in a lens can be obtained only by sacrificing to a great degree depth of focus, angle of view and covering power. The GOERZ *GOLDEN* DAGOR has all these qualities and can produce negatives that are *unmatched by comparably faster lenses.* Today's fast color emulsions, triple speed B & W films and vastly superior lighting are excellent reasons why you should use a medium speed lens. When selecting your lens, don't go for speed—go for quality.
- **Covering Power?**
  The GOERZ *GOLDEN* DAGOR will cover an angle of view of 87°—equivalent to covering a film with a diagonal of twice the focal length. The DAGOR also gives great satisfaction for wide-angle work. A 6" DAGOR, for instance, rated to cover 4"x5" at F:6.8 will cover almost an 8"x10" film when stopped down.
- **Color Correction?**
  The ideal color correction of the DAGOR, combined with its outstanding ability to give even illumination over the entire format, ranks the DAGOR highest among color photographers in all fields. There is no falling off of exposure or fuzziness at the edges, so annoying with inferior lenses when color film is being used.
- **Its Construction?**
  Buy a *GOLDEN* DAGOR and get two lenses for the price of one. Unscrew the front or rear element and you increase your focal length 75% at a speed of F:13. A wonderful portrait and landscape lens with increased perspective! GOERZ *GOLDEN* DAGOR lenses are available from 6" to 12" and WIDE-ANGLE DAGOR from 3⅝" to 6½" in Compur, Rapax and Acme shutters. For example, an 8¼" DAGOR in Synchro-Compur MX sells for $189.50.

Warning: Beware of so-called "new" or "factory-reconditioned" GOERZ-BERLIN lenses; they have not been made in 30 years.

Canadian Distributor: E. W. BOOTH LTD.
12 Mercer Street, Toronto, Canada

GOERZ

C. P. GOERZ AMERICAN OPTICAL COMPANY
INWOOD 96, L. I., N. Y.

The Touch of the Seasoned Traveler –the Superb Bolex Movie Camera

Give your travel movies the touch of excellence that comes only from the finest in cameras, the Swiss precision Bolex. It's on trips especially, when retakes are impossible, that you'll thank Bolex precision for making your scenes clearer, easier, vastly more satisfying the first time you take them. Bolex 8 mm cameras are designed for unusual convenience and provide you with more features than other cameras. You'll enjoy such refinements as the optical viewfinder, speeds from 8 to 64 frames per second for special effects, geared footage counter, instant stop on rundown, and other Swiss touches that add to the pleasure of movie-making. Comparable only to the finest Swiss watch for craftsmanship, your Bolex comes to you from the house of Paillard, makers of Swiss precision mechanisms since 1814. Prices for the Bolex 8 and 16 mm movie cameras range from $89.95 for the single lens 8 mm Model C-8 to $854.50 for the new Bolex 16 mm H-16 Reflex. (Camera shown above is the 8 mm B-8 with Yvar ½" F:1.9 and 1½" F:2.8 lenses, at $222 complete). Write today for literature and the name of your nearest Bolex dealer.

BOLEX A PAILLARD PRODUCT

PAILLARD Incorporated • 100 SIXTH AVENUE, NEW YORK 13, N. Y. • FINE SWISS MECHANISMS SINCE 1814

EXPO

Watkins Actinometer used sensitive paper to deter-

mine exposure. Rhamstein was battery operated photo-

electric meter but 1932 Weston was a real success.

WATKINS, RHAMSTEIN PHOTOS, COURTESY GEO. EASTMAN HOUSE

The very first exposure error of all time is not recorded in history. Perhaps Niepce was responsible for it in 1816 or Daguerre in 1820. Undoubtedly the man who produced the first correct exposure also made the first incorrect one. For photography, although in many ways an exact science, is an art of trial and error. Error comes first and success afterwards. And so it was with exposure.

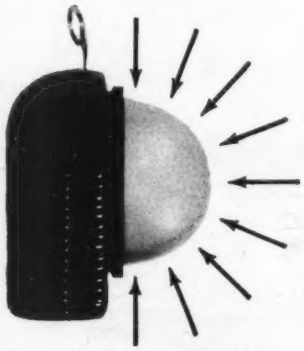
Early in the photographic game, it became evident that the secret of photo-mechanics was standardization. Lens openings, film, paper, processing were standardized. Everything was standardized—everything but light. It would not stand up and be counted. It insisted on changing color, intensity. It hid behind clouds, haze, buildings and disappeared each evening only to reappear the next day in a quite different array. What could the photographer do? Without the handy reference chart now securely packed in the film container, he guessed. Beginners guessed wrong often. Advanced amateurs, part of the time; while old hands estimated in error only once in ten times.

Today far too many of us are still guessing. Even with our exposure meters in our hands, we wonder if we've bought the right one—if we're pointing it in the proper direction—if our picture will come out at all.

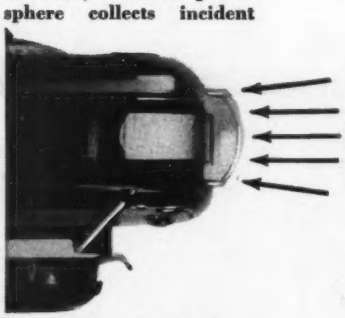
This issue of MODERN is designed specifically to find the way in the wilderness—a wilderness of many meters and much information—and misinformation. Here's how this forest grew.

Exposure charts were actually the first aids given to the tyro photographer. They were nothing more than practical experience summarized in table form. Later (even today) more complex charts in the form of calculators appeared. Movable dials made them more versatile. But exposure conditions unfortunately can seldom be channeled into the brief and narrow confines shown in charts. In many situations—available light, undefined shade or cloudy conditions, the charts were and are

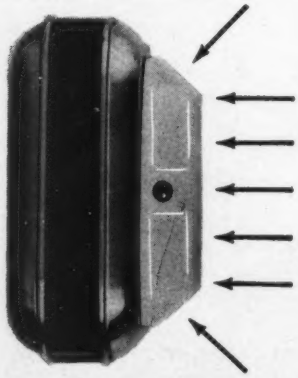
SURE



Brockway Director photosphere collects incident



light from many directions. GE incident attachment limits light rays while Wes-



ton Invercone strikes medium. They all give different readings.

not dependable for either black-and-white or color work.

The first mechanical forms of help were extinction meters and actinometers. The extinction meter, which is somewhat still with us today, enjoyed a tremendous vogue up to World War II. Despite its name, the Lios Aktinometer of 1928 was a typical extinction meter. You looked at the subject of the picture through the meter. Inside was a semi-transparent wedge generally of plastic or glass which increased in density from one end to the other. The various densities had numbers or letters engraved thereon. The last number that you read clearly was used on the calculator dial to give the correct exposure. But vision varies far too much from person to person for such a meter to be a definitive answer. The real actinometer, such as the Watkins Standard of 1900 was far more accurate than the extinction meter. It contained photo paper which, when exposed to light, turned dark. The time in seconds for it to reach a standard tint was used as a measure of the illumination. Accurate, yes, but clumsy and time consuming.

Although the Rhamstein Electrophot exposure meter enjoyed something of a career, success of the photoelectric cell as a measuring device for photographic exposure did not come till the Weston Electrical Instrument Corporation placed upon the market a photoelectric exposure meter weighing something less than a small anvil and shaped like an overgrown frankfurter complete with roll. It was accurate and simple to use. Unlike the Rhamstein, it required no battery to power the photocell. The calculator dial, as you can see, differs little from those on the Weston Master III in use today.

The photoelectric meter design, although a more expensive commodity than any of the others has killed off just about everything else. The light falls on a specially prepared iron plate coated with thin films of selinium and gold and is thus converted to electricity. The current, *(Continued on page 100)*

LVS

For brightest conditions, highest LVS numbers.

Most outdoor pictures are made with settings in this range.

It's revolutionizing camera and meter design, making the "problem" of correct exposure a simple routine .... by John Wolbarst

In deep shade, or on rainy days, you could use these.

Where light is dimmest, lowest LVS numbers.

WHAT IT IS: LVS is the name of an entirely different system of exposure control which has been incorporated in the design of virtually all current West German-made leaf type shutters (Synchro-Compur and Prontor). Variations, with the same name or other names (EVS, for example) are spreading 'round the world.

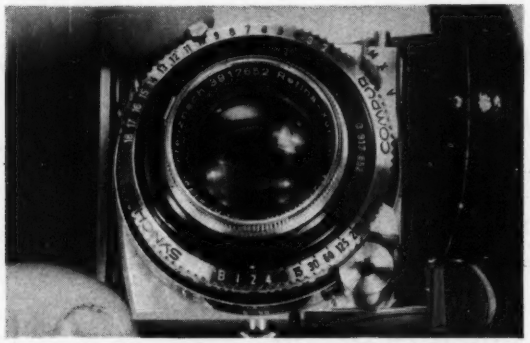
WHAT THE NAME MEANS: The letters stand for Light Value Scale, the "Scale" being a series of numbers (usually 2 to 18) spaced equidistant on a segment of the shutter speed or f-number control ring. On the Synchro-Compur shutter at *left*, speed markings are on the missing half of the outer ring.

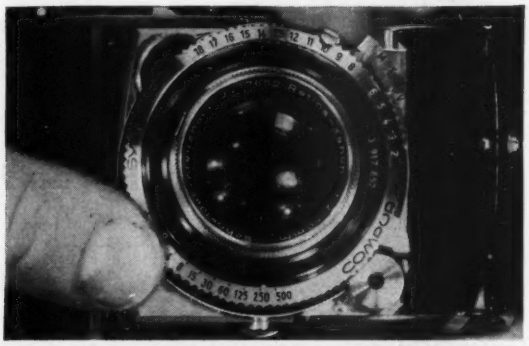
WHAT IT DOES: LVS simplifies photography by making it unnecessary to worry about f-number-shutter speed combinations in order to figure correct exposure. Your LVS calibrated exposure meter (most new meters are so calibrated) shows only a single scale of LVS numbers (usually 2 to 18). You take a reading; the meter recommends a single number on the LVS scale, and you set a control on the camera to that number. The Synchro-Compur shutter at *left* has been set to LVS 11. The small lever at 11 is easily pushed around the ring to other positions (or the ring may be "slipped" under the lever) and the notches hold it in place once set.

WHAT LVS NUMBERS MEAN: The LVS scale is a kind of photographic shorthand. Each LVS number is an abbreviation for a precise, specific, unchanging amount of light which passes through the lens as the result of a certain combination of size of lens opening and length of time the shutter leaves stay open. Ordinarily, we would describe such a combination in terms of f-numbers and fractional second shutter speeds. With LVS it is done with a single number. For example, LVS 16 means the same exposure as

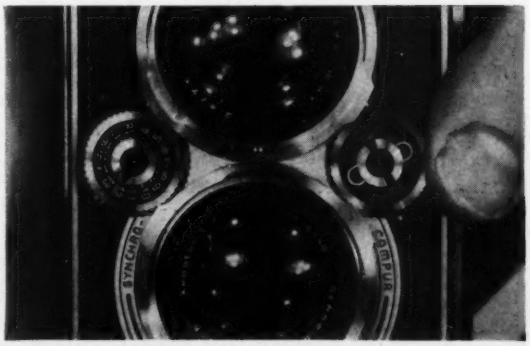
(Continued on page 61)

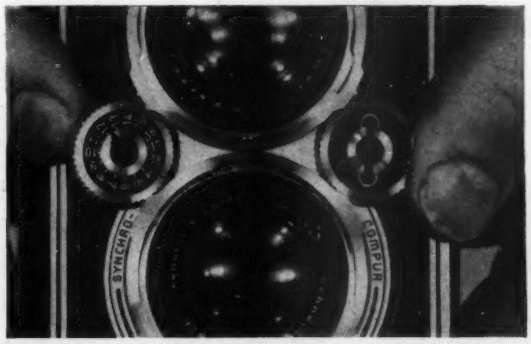
Cross-coupling makes LVS versatile. Here's how it works.



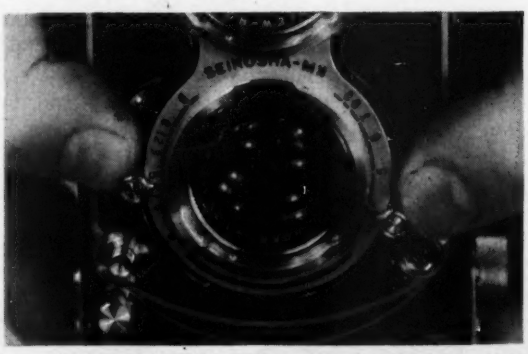


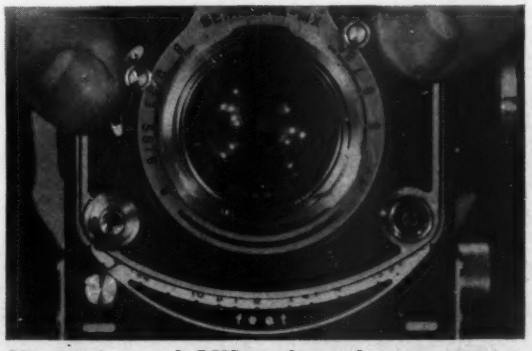
SIMPLEST AUTOMATIC TYPE: LVS numbers (*top*) are marked on shutter speed ring. Small lever (*top, left*) is f-number control which has been set opposite LVS 10. At *left*, camera is set for ½ sec. at f/22. Cross-coupling mechanism lets you use any of a variety of f-number-shutter speed combinations (see chart *opposite*) without changing overall exposure, all by moving single control. Here, notches on speed ring engage f-number control lever, coupling controls, so movement of either actuates both. At *right*, exposure is still LVS 10 but coupled controls have been shifted to give 1/250 at f/2. Cross-coupling is disengaged by slipping lever over tops of notches on speed ring. More details in text.





ROLLEI MODIFICATION: Late model Rolleiflexes have LVS scale on shutter speed control wheel (*left*). Arrow inside scale also moves, and is actuated by f-number control wheel (*right*). Device inside f-number wheel is slip clutch; when in this position (*left photo*) shutter speed and f-number controls move independently to permit setting of LVS number (12, here). When clutch is turned to engaged position (*right photo*) f-number and shutter speed controls are coupled; movement of either wheel changes shutter speed-lens opening combinations but does not affect overall exposure.





MANUAL CONTROL VARIATION: On Japanese-made Minolta Autocord, LVS single number exposure system has been adapted to non-LVS shutter, but without cross-coupling. Operation depends on addition of two numbers, one from shutter speed control scale (*left*), one from f-number control scale (*right*). If meter indicates LVS 10 as correct exposure, you move controls to any two numbers which total 10. In *left* photo, controls are set to 6 and 4 (1/75 at f/4); in *right photo*, settings are 1 and 9 (½ at f/22). Exposure is same at any setting totaling 10. Same method of setting and operation applies to any LVS number.

1/125 sec. at f/22 (and 1/250 at f/16 or 1/500 at f/11, or any other combination which adds up to the same amount of exposure). Regardless of what film type you are using, the meaning in terms of exposure of any LVS number never changes.

How to read the LVS scale: High numbers indicate small amounts of exposure; low numbers indicate great amounts of exposure. Going up the LVS scale from any point, the exposure is halved each time you move the lever to the next higher number. Going down the scale, exposure doubles each time you move the lever to the next lower number. This repeated doubling adds up astonishingly—LVS 2 gives 65,536X the exposure of LVS 18. Obviously, the system has a wide working range and does not limit picture taking.

Where it came from: LVS was born in the Munich, Germany, plant of Friedrich Deckel, manufacturer of the famous Compur shutters. We saw it first on a Synchro-Compur at the Cologne Photokina in 1954, and were immediately impressed by its great possibilities.

The idea was slow to catch on with camera and meter manufacturers, perhaps because it meant important design and manufacturing changes. However, when the principle was also adopted (with some changes) by Alfred Gauthier, the other big German shutter maker, the rest of the industry rushed to LVS. Variations on the idea have appeared in Japan. In the U.S.A. the same numbers (2 to 18, and higher) have been dubbed EVS (Exposure Value Scale) and some of them are beginning to appear on American-made cameras. EVS numbers signify the same amounts of exposure as do the LVS numbers, but the f-number-shutter speed combinations may be different from those on LVS shutters and more limited in range.

Although some of these variations bear considerable resemblance to the LVS system, don't get the idea that *any* shutter carrying numbers similar to LVS numbers is an LVS shutter. It's not necessarily so.

What makes an LVS shutter? The design of the German-made LVS shutters includes several distinguishing physical characteristics:

The shutter speeds are so calibrated that as you move from one setting to the next exposure is either halved or doubled, depending upon the direction in which the speed control is moved. LVS Synchro-Compur shutter speeds are : 1/500, 1/250, 1/125, 1/60, 1/30, 1/15, ⅛, ¼, ½, and 1 sec. (Prontor speeds are similar except for a jump from 1/125 to a top of 1/300). Also, the speed markings are spaced equidistant from each other on a segment of the speed control ring.

The f-numbers are spaced equidistant from each other; the lens opening control moves the same distance from f/2 to f/2.8 as it does from f/16 to f/22.

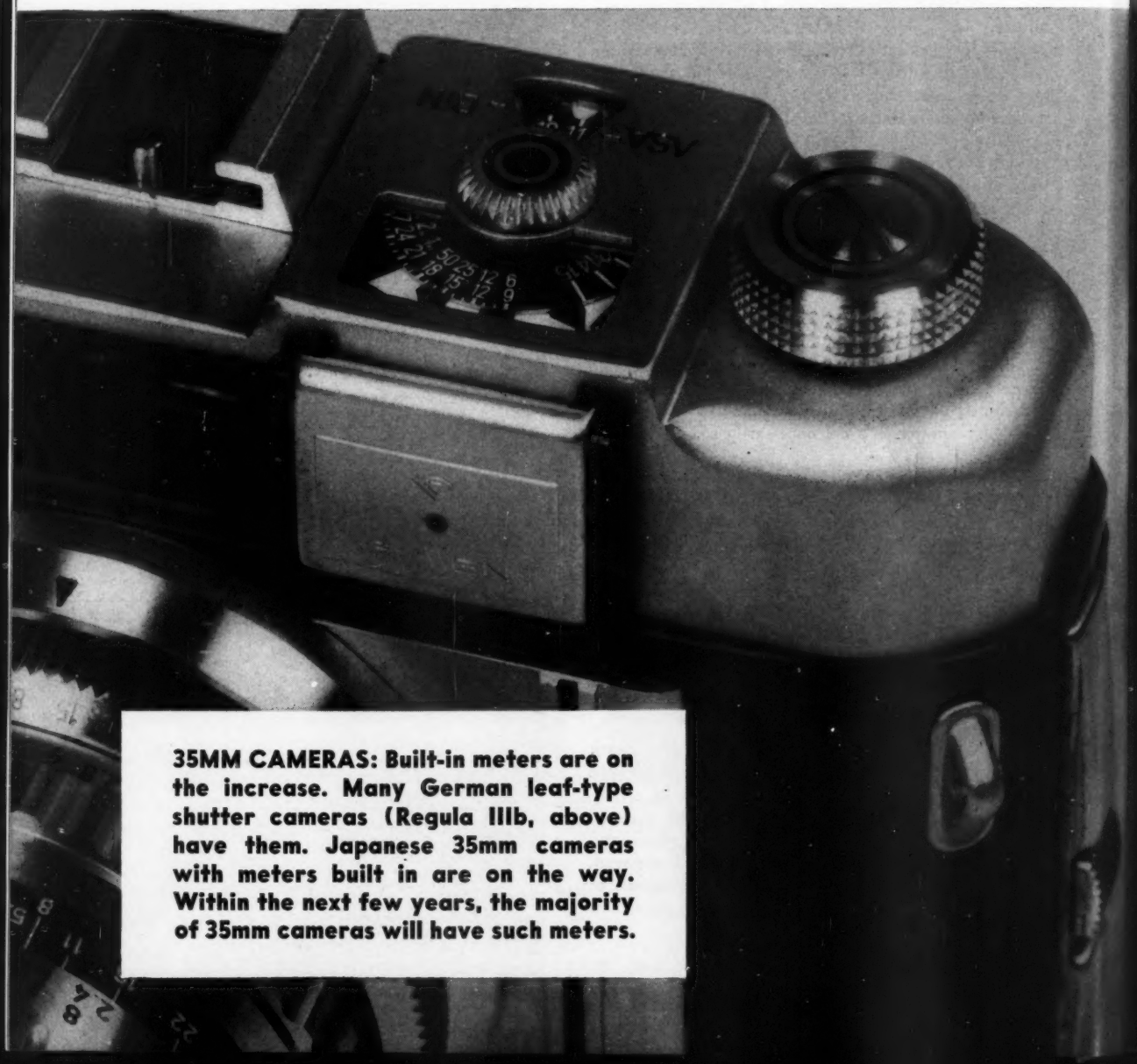
There is a cross-coupling (which may be engaged or slipped at will) between the shutter speed and f-number controls; when the cross-coupling is engaged, both controls move simultaneously, and movement of either one actuates the other. *(Continued on page 110)*

LVS IS FLEXIBLE

Here you see the variety of f-number-shutter speed combinations possible at each LVS setting, simply by turning a single control.

2 =	1 sec.-f/2		
3 =	1-f/2.8		
	1/2-f/2		
4 =	1-f/4		
	1/2-f/2.8		
	1/4-f/2		
5 =	1-f/5.6	1/8-2	
	1/2-f/4		
	1/4-f/2.8		
6 =	1-f/8	1/8-f/2.8	
	1/2-f/5.6	1/15-f/2	
	1/4-f/4		
7 =	1-f/11	1/8-f/4	
	1/2-f/8	1/15-f/2.8	
	1/4-f/5.6	1/30-f/2	
8 =	1-f/16	1/8-f/5.6	1/60-f/2
	1/2-f/11	1/15-f/4	
	1/4-f/8	1/30-f/2.8	
9 =	1-f/22	1/8-f/8	1/60-f/2.8
	1/2-f/16	1/15-f/5.6	1/125-f/2
	1/4-f/11	1/30-f/4	
10 =	1/2-f/22	1/15-f/8	1/125-f/2.8
	1/4-f/16	1/30-f/5.6	1/250-f/2
	1/8-f/11	1/60-f/4	
11 =	1/4-f/22	1/30-f/8	1/250-f/2.8
	1/8-f/16	1/60-f/5.6	1/500-f/2
	1/15-f/11	1/125-f/4	
12 =	1/8-f/22	1/60-f/8	1/500-f/2.8
	1/15-f/16	1/125-f/5.6	
	1/30-f/11	1/250-f/4	
13 =	1/15-f/22	1/125-f/8	
	1/30-f/16	1/250-f/5.6	
	1/60-f/11	1/500-f/4	
14 =	1/30-f/22	1/250-f/8	
	1/60-f/16	1/500-f/5.6	
	1/125-f/11		
15 =	1/60-f/22	1/500-f/8	
	1/125-f/16		
	1/250-f/11		
16 =	1/125-f/22		
	1/250-f/16		
	1/500-f/11		
17 =	1/250-f/22		
	1/500-f/16		
18 =	1/500-f/22		

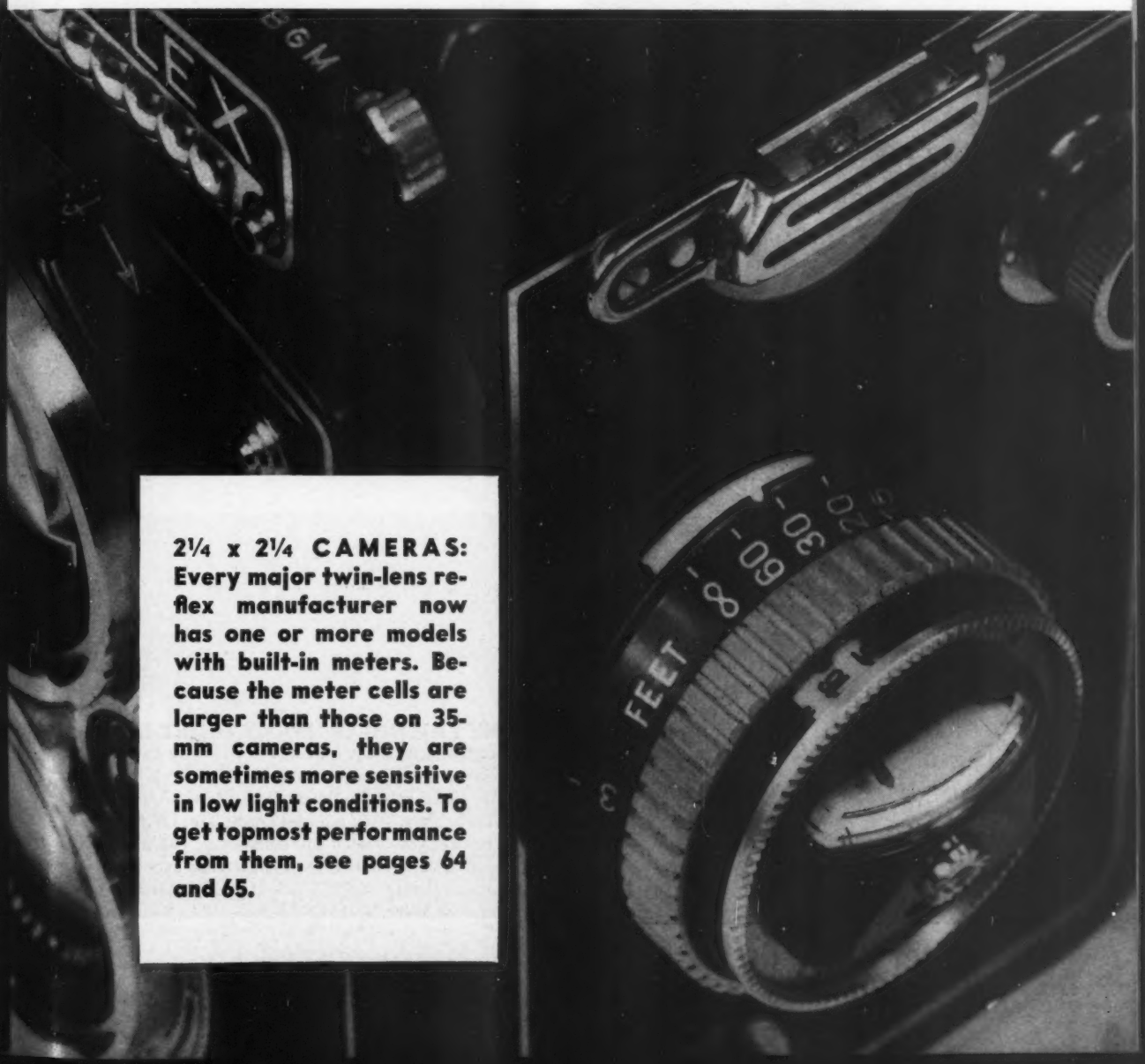
HOW GOOD ARE BUILT-IN METERS?



35MM CAMERAS: Built-in meters are on the increase. Many German leaf-type shutter cameras (Regula IIIb, above) have them. Japanese 35mm cameras with meters built in are on the way. Within the next few years, the majority of 35mm cameras will have such meters.

CAN THOSE LITTLE baby meters now being built into many 35mm and 2¼ x 2¼ cameras really do the man-sized work of the separate, larger exposure meter? That's a question you and other photographers must solve. Like it or not, quite a number of the biggest and best camera brands are now appearing with built-in meters—and more manufacturers are going to follow. To be frank, the small photoelectric cell surfaces of the built-in meters can't do the same job as the large cells. And the smaller calculator dials will not produce the extended range of information of the larger meters. In low light intensities, few built-in meters have showed the same sensitivity as the larger ones. However, there's much to be said in favor of the built-in meter. First, it's convenient—no accessory meter cord around your neck and extra lump in your gadget bag or pocket. It's simple to use. The meters often match the aperture and shutter markings of the cameras exactly (especially cameras with LVS exposure systems and LVS-reading meters). These tiny meters under test have proved quite rugged. If repairs are necessary, the entire meter unit can be removed quickly and replaced by a new or reconditioned unit. The manufacturers of these meters have a good supply of replacement cells available throughout the country. If something does go wrong with the built-in meter, your camera won't be out of commission for long, if at all. And, since mechanical operation of the camera is not dependent on the meter, you can continue shooting without it, if you choose.

In tests, MODERN has found these small meters sufficiently accurate for most photographic purposes, color or black-and-white. Their efficiency and sensitivity can be extended greatly by the special techniques that MODERN has worked out for you on the next two pages.



2¼ x 2¼ CAMERAS: Every major twin-lens reflex manufacturer now has one or more models with built-in meters. Because the meter cells are larger than those on 35-mm cameras, they are sometimes more sensitive in low light conditions. To get topmost performance from them, see pages 64 and 65.

Here are Six Sure Ways to Get the Maximum

THE SAFEST AND BEST WAY TO take a reflected light reading with a built-in meter is to hold it close to the important parts of the subject. A word of caution. Make sure that the camera does not cast a shadow on the part of the subject where reading is made. In the photo, *left*, reading is for shadow and highlight of face. Set camera for compromise exposure. Exposure estimate from camera position could be misleading because of light coming from other than important element of scene. Most built-in meters have a wide range of light acceptance.

IF YOUR BUILT-IN METER HAS AN incident light attachment, use it where light comes from top, side or back. If you slip the attachment on, remember that light hitting the subject must be the same as that falling on the camera. Point the cell from the subject toward the eventual camera position. Some built-in meters may be difficult to read from the side. In that case, try holding from the back or top of camera.

ONE FAILING OF MANY BUILT-IN EX-posure meters is the lack of sensitivity to extremely low light. You can overcome this by taking a reading on a white card in the same light as that falling on the subject. Then reduce the resultant LVS setting by two. If your meter and camera are calibrated in f-numbers and shutter speeds, increase exposure by four. A reading of 1/25 sec. at f/3.5 means an exposure of 1 sec. at f/3.5.

Performance from Your Built-In Meter . . .

WHEN A SINGLE LIGHT SOURCE IS the main illumination, you can increase sensitivity range by pointing reflected light meter at source and decreasing the LVS number by four. For example, if by pointing the reflected light meter at a single lamp or fixture, as in the photo, *left*, you obtain an LVS number of 9, subtract four, for an LVS setting of 5 on the camera. If your built-in meter works on shutter speeds and f-numbers, multiply the exposure reading by 20.

YOU CAN OBTAIN CORRECT MINI-mum exposure for most black-and-white films with a built-in meter, taking advantage of all the speed inherent in the film you are using. Reading is made from the darkest part of the subject, the shadow side of the face in the case of the photo, *left*. The LVS number obtained is then increased by three. If the number indicated by the meter is four, for example, adding three indicates an LVS setting of seven. For meters calibrated in f-numbers, divide reading by 10, so 1/10 sec. at f/5.6 becomes 1/100 sec. at f/5.6. Use developer giving full emulsion speed for the film you are using.

PHOTOS, TECHNICAL ASSISTANCE BY TED RUSSELL

ONE LIMITATION OF BUILT-IN meters is that many of them lack zero adjustment screws. There is no way of adjusting the pointer if it fails to point at zero when no light enters the baffle. Erroneous readings will result. If error is small, you can compensate to a degree. However, compensating can lead to serious error when zero reading is really out of kilter. Check your built-in meter by covering baffle. If it is off appreciably, you had better send the camera back for repair or adjustment.

WHICH METER IS BEST?

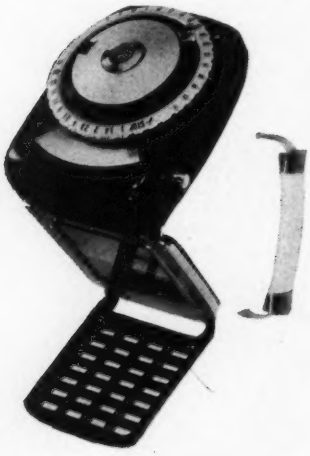
JUST HOW DO YOU decide on a meter? Here are three top meters, the General Electric PR-2 Guardian, the Brockway Norwood Director Model-S, and the Weston Master III, none of which the serious amateur or professional photographer can ignore before making a final choice. MODERN tested these three and came to some definite conclusions about them. You'll find the answers on the next two pages.

1 **PR-2 GUARDIAN:** Reflected light meter with four ranges of sensitivity. Converts to incident light. Dynacell attachment for low light reading. All dials on face of meter. Film index range from .1 to 12,000. Shutter speeds from 1/1000 to 120 sec. F-numbers from f/1 to f/45 and LVS. Memory feature. One speed shown at a time. Price, meter and case, $34.50. Dynacell, $7.95. Incident light hood, $1.50.

2 **BROCKWAY NORWOOD DIRECTOR MODEL-S:** Incident light meter. Manufactured in Japan by Sekonic Electric Co. for Brockway. Exposure index range from .1 to 12,000. Shutter speeds from 1/1000 to 60 sec. F-numbers from f/1 to f/45. LVS scale. Converts to reflected light with photogrid. Photosphere rotates 180°. Pull-out slide for low light. Meter price is $29.50, with the case, photogrid, photodisc and three slides for reading direct in f-numbers.

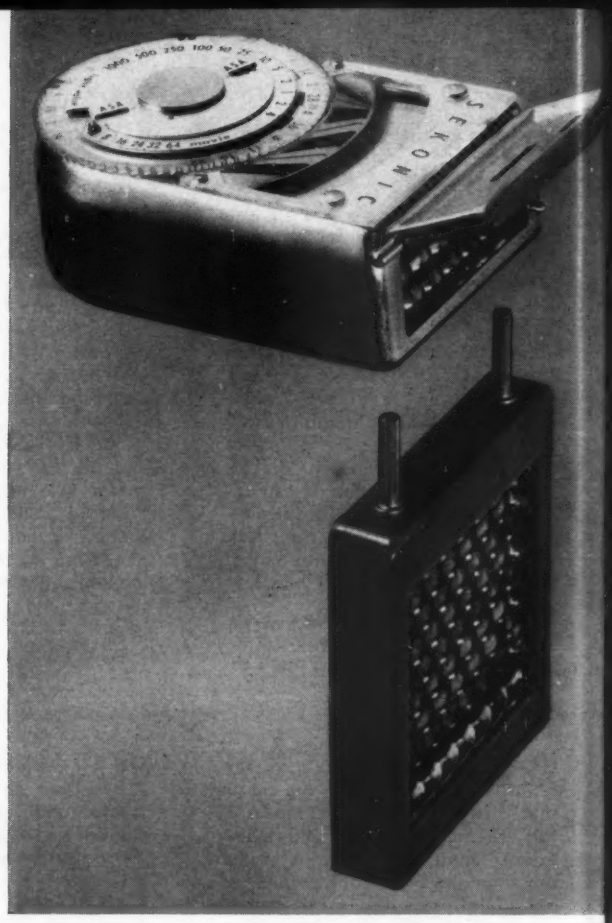
3 **WESTON MASTER III:** Reflected light meter. Can be converted to incident light by addition of Invercone. Index range is from .1 to 3200. Scale calibrated in ⅓ f-numbers. Speeds range from 1/1200 to 100 sec. F-numbers are from f/1 to f/32. LVS scale. Dual scale and swinging baffle for low light readings. Exposure control system. Dial and scale on one side of meter. Price of meter with case is $32.50. Invercone is $2.50.

1
2
3

METER	OUTDOOR SCENICS	LOW LIGHT
	**GOOD:** This meter, when used outdoors, is designed primarily for reflected light reading. Meter is pointed directly at scene, tilted down slightly to avoid light from the sky. Pointing meter at palm of hand will give substitute reading—providing light strikes hand in the same way that it does scene. When light comes from side, top, or back of scene, incident light attachment, *at right* in photo, can be placed over cell. Correct reading with incident light attachment requires that meter and subject be under same light.	**EXCELLENT:** This is the most sensitive of the three meters. The dial indicates that the meter is designed to give incident readings in light so low that a film with an exposure index of 200 may require a setting of f/2 at 4 sec. When no reading results from the meter alone, the Dynacell is brought into position (photo). The meter is 4X as sensitive with the Dynacell than it is without it. For very poor light, the grid can be removed from the Dynacell. (Incident light is more intense than light reflected from the subject, due to absorption.) The meter then becomes an incident light meter. The cell is aimed at the camera position. Simplicity of scale provides for easy reading at extreme lower end.
	GOOD: The easiest way to measure back, side, or top-lighted scenes is with an incident light meter. The incident light meter is particularly reliable where detail is required in back-lit scenes. However, when measuring exposure for front light scenes with an incident light meter, overexposure may result because shadows in distant scenes tend to be illuminated by haze. To avoid this, lens diaphragm can be closed one-half to one stop more than indicated by meter. Brockway can be converted to reflected light meter by addition of round, perforated accessory grid, shown in photo.	**GOOD:** An incident light meter can work well under low light conditions providing it is sensitive enough to encompass a wide range of light intensities. A reading from camera position with an incident light meter requires that the same light fall on the subject as on the meter. It may prove awkward to get near the subject when camera and subject light conditions differ. The slide, shown in photo next to head of meter, is removed for really low light readings.
	GOOD: For distant views, the meter is pointed directly at scene and tilted slightly below horizon to avoid inflated readings because of sky. Back-lit views are tricky with reflected light meters. If you follow meter reading too strictly, detail may be lacking in people and objects in scene. Substitute reading is one way to get around this. Exposure for side-lighted scenes can be gauged by substitute method also. For more shadow detail when meter is pointed directly at scene, open up diaphragm one-half to one stop more than indicated.	**GOOD:** Its sensitivity makes this an excellent meter for low light. Especially practical feature is the low light scale. Most low light readings fall between 0 and 50. When baffle is open for the low light range, the 0 to 50 scale automatically moves into position. U and O scale also facilitates determination of minimum correct exposure for black-and-white film by indicating latitude of most current films. Weston can be converted to incident light by addition of round, plastic Invercone, which is snapped into open baffle. The Weston loses some sensitivity when converted to incident light.

CONTRASTY LIGHT	SPECIAL USES	CONCLUSIONS
GOOD: Most direct method for determining exposure with reflected light meter when dealing with extreme contrast is to point meter at scene, encompassing widest range of interest between light and shadow. For more critical work, close-up reading is taken with G.E. on both light and shadow areas, a compromise exposure determined. While the G.E. dial is the most simple to read, it can offer certain difficulties with extreme contrasts. Minor calculations are required to obtain compromise, since dial indicates only one setting at a time.	Memory feature of the meter facilitates readings in tight places. You can take a reading in any place large enough for your meter and hand. You point the meter, push the button and reading stays fixed until button is pushed again. Direct reading feature is a big help when shutter speed is predetermined by kind of subject matter and all you want is an f-number. Meter also has reading for LVS, Polaroid Land film, and motion picture camera speeds. Can be converted to extremely sensitive incident light meter.	Meter has extremely wide range of sensitivity making it a good bet for available or low light picture taking. Its four sensitivity ranges include an effective incident light setting. LVS, Polaroid, and movie scale are especially adaptable to the photographer with more than one camera or one photographic interest. Memory and direct reading features deliver rapid exposure estimates. It has the easiest scale to read, showing only one shutter speed at a time. However, simplified scale may prove a drawback when attempting to reach compromise exposure.
GOOD: An incident light meter offers a basic reading in the sense that it is designed to encompass a full range of tones. However, where contrast covers a wide range, and heavy shadows are present, detail may be lost if meter reading is followed rigidly. Procedure is to open lens one stop more than indicated by meter. Reflected light grid can be positioned for reflected light readings and arrow placed between readings for light and shadow taken at close range. Meter tends to be less sensitive for reflected light, restricting its use in available light situations.	The flat diffuser, *middle of photo*, is excellent for copying, or under studio conditions where effects of sidelight is to be minimized. Ability to turn metersphere a full 180° is another advantage of the Brockway. Readings are possible from almost any angle in relation to camera. Accessory slides are available for reading direct in f-numbers. The accessory grid converts the meter to reflected light. Scale is also marked in foot candles and in combination with flat diffuser can be employed for illumination determination or light balance. Meter has LVS scale, Polaroid, movie camera fps scale.	A versatile available and low light meter that can also handle tricky outdoor lighting situations. Under some outdoor situations, where, for example, heavy shadows obscure detail, the user must apply some judgment. It is convenient in awkward situations because of the 180° rotation of the sphere. The Brockway is a good studio meter where light may be coming from several different directions. Shape of the sphere tends to gather in side, top, and backlight hitting subject.
EXCELLENT: Calculator dial is easy to read for compromise exposures. Closeup readings of light and dark areas are noted, and dial pointer set between them, giving all possible exposure combinations. Where detail is required in either light or shadow areas, the U and O scale is employed. The U indicator will provide exposure for shadow detail while the O setting assures highlight detail. If reading is taken from camera position, the A (1/2) and C (2X) indicators change exposure reading.	U and O scale indicates the latitude of most current black-and-white films. With the scale you can get the last bit of speed out of film by choosing minimum correct exposure for a given lighting situation. A and C scale can be used to halve or double the exposure. A and C scale also shows the latitude of color film, indicating the range of brightness film can handle. Weston can be converted to incident light reading. Has LVS and Polaroid Land film scales.	Extremely sensitive and easy to read under low light conditions. Exposure control system (U and O, A, and C) makes it possible to judge accurately exposure under extremely difficult situations. One of the best meters for reading contrasty lighting. Dual Scale makes low level light reading easy. Exposure dial calculated in 1/3 stops and is valuable for extremely critical work. Meter is clumsy when converted to incident light. Incident light reading for copying work very difficult.

Booster Cells: DO THEY WORK?



SMALL METERS ARE HANDY, compact, easy on the pocketbook, both financially and in weight—but they have their limitations. Perhaps the most serious is a distinct lack of sensitivity under low light conditions. In poor light, the meter needle may lie at zero and not budge to record the light a big meter would read rather easily. The sensitivity of a meter, to a great extent, is dependent upon the area of the photoelectric cell. And a small meter, naturally, doesn't have the same amount of cell area as a large one.

To overcome this difficulty, more and more meter manufacturers, both German and Japanese, are turning to the accessory booster cell amplifier or "flag" to overcome this lack of sensitivity. The amplifier is an additional photoelectric cell surface which plugs into the meter and adds considerably to the photocell area. You seldom need the booster except when working in poor light. At other times, the meter alone is quite enough.

Some meters come with the booster cell included in the price. With others it is an accessory. In any case, it's advisable to buy both meter and booster at the same time to make sure they fit together correctly.

A number of the new accessory amplifier meters, such as the Sekonic Leader Deluxe (shown *above*), have three stages of sensitivity. The cell built into the meter proper has a baffle cover with a small slit in it. In extremely bright light, the meter is used with the baffle in place. In average or bright light indoors, you flip open the baffle. In low light, attach the booster. This kind of meter, although designed mainly for readings by reflected light, often comes equipped with converters for use with incident light.

MODERN has tested quite a number of these booster cell meters over the past years. We liked their portability, and we feel that the photographer who shoots outdoors primarily, and uses the meter in low light occasionally, will find the small booster cell meter an excellent buy for both color and black-and-white, provided he uses it as a reflectance meter. The incident light attachments, because they fit over the cells as flat plates, have some limitations (see *page 57*).

If you shoot under low light conditions, the better booster cell meters will approximate in sensitivity the range of the best large exposure meters. However, the booster is rather awkward to carry attached to the meter, and a certain amount of time is definitely lost while taking the booster cell from its case, attaching it to the meter, and then taking a reading.

Do you or do you not buy a meter with separate amplifier? If you plan on getting a very small meter because you need its compactness, by all means look for one with a booster cell. They're amazingly rugged, most are easy to read (check scale readability before you buy), and you do get a great deal of meter for a moderate outlay of money. *Editor's note: For a complete run-down on available booster cell meters see page 122.*

Coupled Meters:

A NEW TREND?

MOST PEOPLE WHO WOULD rather guess at proper exposure than use an exposure meter report that meters just get in the way. Meters complicate rather than simplify photography, they claim. Pictures are often missed while you fiddle around with the meter. A few camera manufacturers have tried to simplify things by coupling the exposure meter permanently to the lens diaphragm or shutter speed controls so that the camera is automatically set for the proper exposure as it is pointed toward the subject. With a few such cameras, the photographer has little idea of just what exposure he is using. There's a distinct disadvantage to this system. The photographer has little control over the mechanics of his camera. The camera determines what is proper exposure, the best shutter speed or lens opening.

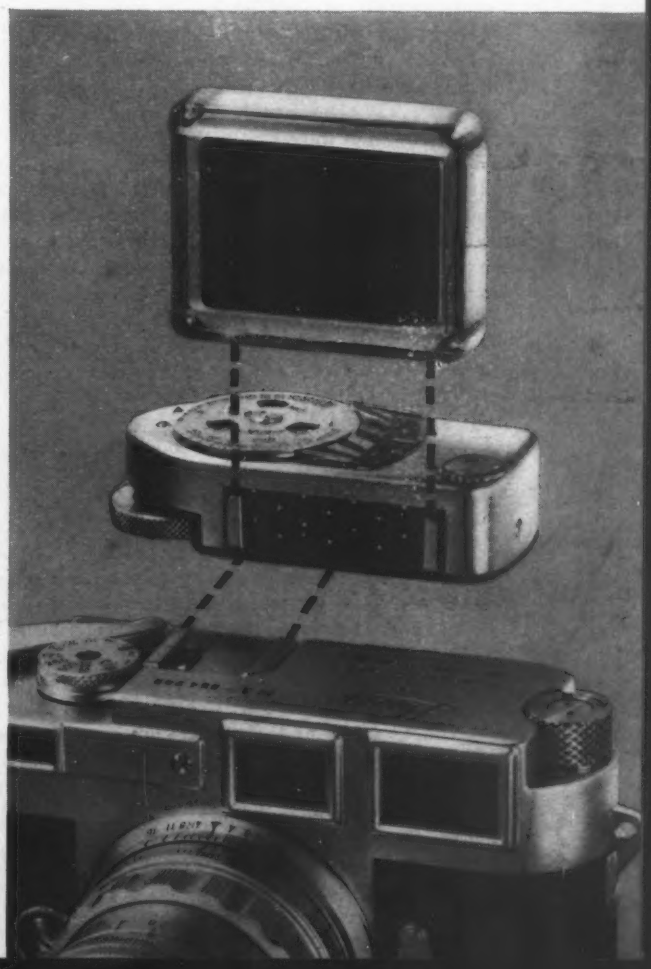
Obviously, the serious photographer requiring the utmost in control, technically as well as aesthetically, will not be pleased with such a system. The Leicameter MC, designed specially to couple with the speed dial of the Leica M-3 camera, probably heralds a new departure in automatic exposure meters. With the MC meter, the photographer retains complete control, yet one of the camera setting mechanics is eliminated. When you turn the calculator dial atop the meter to line up with the meter needle, the proper shutter speed for any given lens opening is automatically set on the M-3 camera. The system is really so simple it's amazing that no manufacturer has thought of it before. (They're thinking about it now, however. At least one Japanese manufacturer, to MODERN's knowledge, plans to come out with a meter similarly coupled to a Japanese camera.)

As you can see from the photograph *at right*, the MC meter slips into the accessory shoe of the M-3 camera. The shutter speed calculator wheel of the meter attaches directly to the shutter speed dial of the camera. You point the meter, turn the meter wheel so that the indicated lens opening you want aligns itself with the meter needle atop the meter, and the proper shutter speed is thus automatically set on the M-3 camera shutter. On the other hand, suppose you have a definite shutter speed you want to use? It's the lens opening that you don't know. You turn the wheel so that the camera shutter is set to your selected speed, and then find the lens opening by reading opposite the meter needle. Incidentally, the MC meter has a rather good sized photocell area, two degrees of sensitivity built directly into the meter itself and, as you can see from the photo, an amplifier cell for low light is available. The MC meter can be left on the M-3 camera permanently. It locks securely.

Will photographers accept this new type of meter? Most professionals using M-3 Leicas were quite skeptical of an attached meter at first. However, an increasing number of them can now be seen with an MC meter locked permanently atop their cameras.

The MC meter was obviously designed in conjunction with the Leica M-3 camera, not as an afterthought. Its meaning in the future of camera design is clear. Although the trend today is toward built-in meters which are not mechanically attached to the camera controls, the MC meter indicates the practicability of such designs provided the photographer is given sufficient scope to alter the shutter speeds and/or lens apertures so that he maintains complete control over the actual exposure operations.

Obviously, the Leicameter MC design has proved successful as far as the Leica manufacturer is concerned. It means that the problem of correct exposure is going to be even less of a problem in the future.



HENLE'S GUIDE TO COLOR EXPOSURE

Follow this craftsman's techniques and see how your color pictures will improve

NOBODY gets more out of a roll of color film than Fritz Henle! For years MODERN's editors have looked at his tranparencies and been pleasantly astonished at the glowing colors, incredible detail and sharpness, richness of texture, which he and his Rolleiflex manage to cram onto a 2¼ x 2¼-in. piece of color film.

Credit much of this picture quality to Henle's artistic sense, to his "seeing" ability, to his appreciation of color, to his careful compositions—yet, there is still more to it. And that is his masterful handling of the mechanistic aspects of exposure problems. So we asked Henle what the secret was—how does he go about making an exposure?

Exposure secrets? According to Fritz, he never heard of such a thing. He just stands down, looks the scene over, decides on his exposure, and takes the picture. And Henle has been doing it "just like that" for so many years that exposure has become a virtually automatic process with him. Yet, his "automatic" response is, in fact, the end product of a very carefully thought out but simple set of procedures for making excellent color exposures which any photographer *can* use, but not many *do* use.

Starting point: standardization

Henle sticks to one color film at a time. His present choice is Kodak Ektachrome, Daylight Type. He does not ignore or deny the existence of other excellent color materials, but he has been getting the kind of pictures he likes with Ektachrome for the past couple of years, so he sees no reason to change. However, if he does experiment and find another color film which offers something more than does his present choice, then he will stick to that one. He wants to be master of the particular material he is using, and feels that this is possible only if he concentrates on one kind of film at any given period.

Following this line further, Henle has all his color processed by a single firm. He suspects that there are enough variations in film (even of one make) and enough variables in handling (even in one processing plant) without going out of his way to look

CONTROL MOVEMENT BY SELECTIVE EXPOSURE:

Henle wanted to catch the mood of flags whipping in the wind at Rockefeller Center, New York; also, to show some background. "Normal" exposure of 1/100 at f/8 (for Ektachrome) would have stopped most motion, left buildings out of focus. So, he consulted his Rollei's depth of field scale to find a lens opening to put all in sharp focus, adjusted shutter accordingly, exposed at 1/10 sec., between f/16-f/22. Point: Exposure must also be appropriate.

METER THE BRIGHT COLORS:

◁ Color richness in this design stems from correct exposure (1/50, f/11) for the bright tones. However, don't take meter readings from white areas unless you specifically want textures in the whites; colors will be underexposed.

IN SCENICS, GET THE SKY:

What would this picture be with a bald, colorless sky? Would a blazing sunset improve it? These are the wonderful pastel shades that come only with subdued light. 1/10 sec., f/3.5. ▽

SHADE COLORS GLOW RICHLY:

◁ With modern, fast color films shade shooting becomes practical, desirable. Notice how bright, overexposed background has "dropped out" as effectively as if it were deliberately out of focus. Exposure: 1/25 at f/5.6, with Ektachrome.

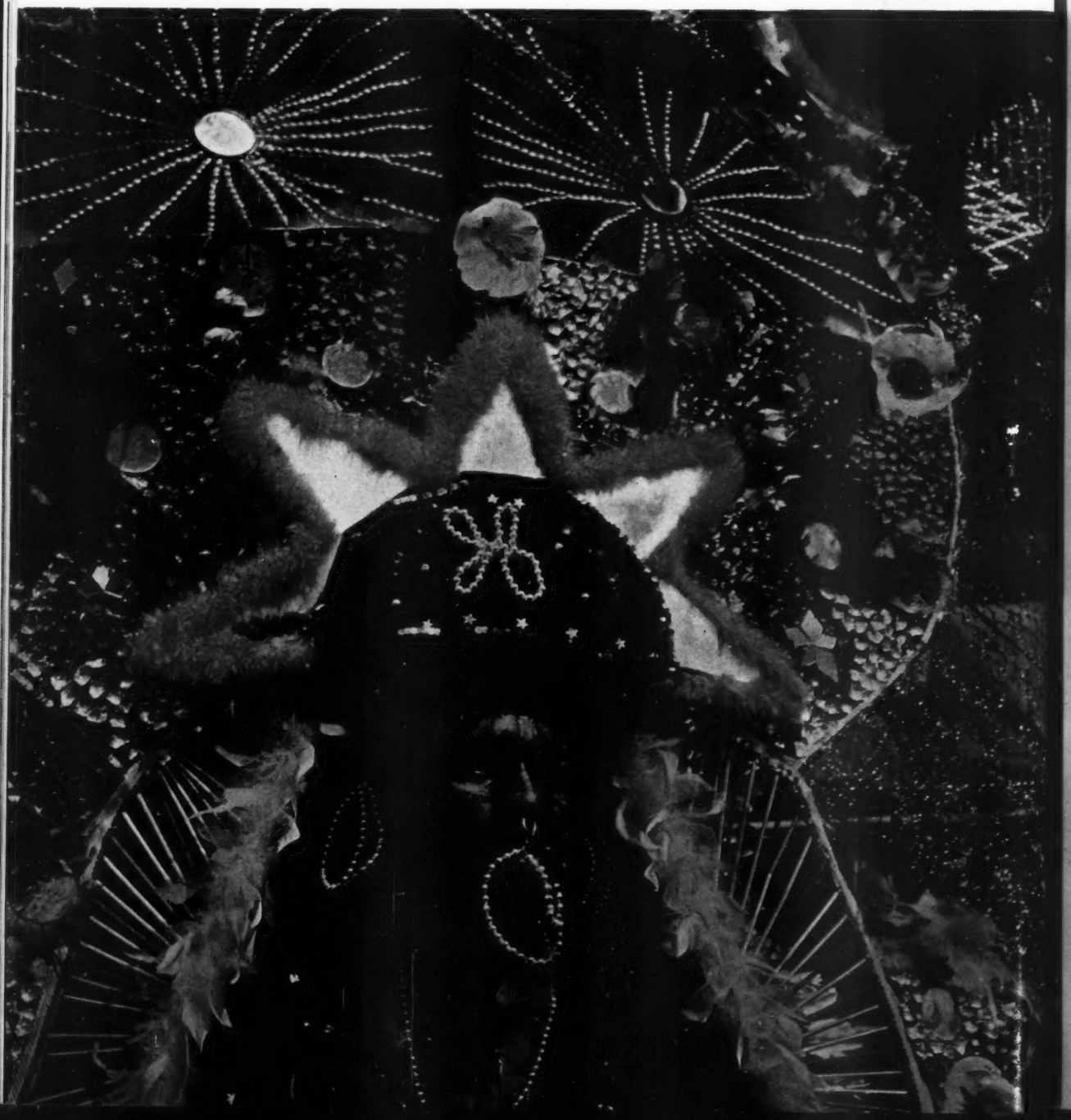
LOOK FOR THE SPOT OF COLOR:

Colors need not run riot through a scene to make an effective picture. Note that there are large areas of underexposed shadows, and the background is overexposed and burned out. But the important color spot and its surroundings are correctly exposed—in this case 1/25 and f/8. ▽

ALL PHOTOS BY FRITZ HENLE, MADE WITH A ROLLEIFLEX

KEEP HIGHLIGHTS FULL TONED:

If there's one "rule" most useful in color exposure it's this—base exposure on the brightest *important* highlight area, let the rest go dark. That's how this strange scene got its brilliant highlights, dramatic dark areas. Imagine the difference in the result if Henle had exposed for the dark skin—all the highlight colors would be washed out. 1/50 sec., f/11-16.



for trouble by using a variety of color processors.

For an artificial light source, and for flash fill in, Henle is now using a portable speed light. Here again, he picks a unit, learns all he can about it, sticks to it religiously until he knows exactly what the combination of flash, film, guide number, camera, and processing will produce. Mind you, he considers all this preliminary work to be an essential part of every single color exposure which he makes.

To let you appreciate fully Henle's technique of color exposure, we should point out that he has a wide background of familiarity with the painting and sculpture of the Renaissance. This was a period in which artists worked with deep, rich colors, strong shadows, strove for powerful emotional effects. And Henle's exposure technique is aimed at producing much this type of effect in his color pictures. This is not to the exclusion of all other types of color photos—Henle has a fairly wide range—but it is the predominating characteristic of his work which emerges when you look at a lot of it.

Color essential: rich highlights

Henle's pictures glow with full-bodied highlight areas; his shadows are strong and dark; the colors are fully saturated. Long ago he decided that the evenly lighted, perfect overall exposure was a weak and namby-pamby technical exercise, without much meaning. Far better, he thought, to concentrate on those areas of his picture subject which could contribute the maximum emotional appeal (in color terms), and simply ignore those parts which did not contribute color and purpose to the picture.

The essential thing, he realized, was that the bright, light colors (the highlight areas) must not be overexposed. In fact, they looked best if they had received the bare minimum of correct exposure. This he refined a bit further, differentiating between the *important* highlights (in terms of his picture) and those which were simply there but added nothing to the picture (example, the mother and child, *page 75*).

Suddenly, Henle had a point of view for color photography which could be implemented by a simple mechanistic approach to the color exposure problem. That is. he would base his exposure on the *important* highlight areas, and let the rest take care of itself.

It would not be incorrect to say that Henle's most striking pictures are those in which he has teetered on the edge of underexposure (example, *opposite*). But it's a deliberate piece of tightrope walking, designed to produce maximum texture and tone in the important highlight areas of the transparency. And for this delicate balancing act Henle finds that his standardization procedures are a necessary preliminary.

Why Henle's system works

The astonishing thing about Henle's approach to color exposure is that so few photographers use it. For this technique is based on the inherent qualities of transparency-type films (both color and black-and-white). Exposure errors produce a different effect on a reversal film than in a negative-positive process. In exposing a negative it is important to give just enough exposure to ensure detail in the *important* shadow areas; if the important shadow areas are underexposed and details are lacking in the negative, there is just no way of producing them in the positive print. Overexposure of a negative produces dense highlight areas, but these can usually be "printed through" to produce highlight detail in the positive print.

Exactly the opposite occurs with a transparency-type color film. Moderate overexposure causes a lack of density in the bright, light colors which are the color highlights—thus the highlights are pallid and thin. Overexpose totally and the film becomes completely transparent, with no color. Working in the opposite direction, slight underexposure causes the light colors to become somewhat richer and darker.

Oddly enough, Henle makes little use of exposure meters. Most of his color work now is done in the Caribbean area and he has become so familiar with the characteristics of the light there that he is able to do without the meter successfully. However, he carries one along for those occasions which are out of the ordinary. And whether he is using the meter or just his own vast experience as a basis for exposure, he follows the principles outlined here.—JOHN WOLBARST

EXPOSURE GUIDE FOR DAYLIGHT TYPE TRANSPARENCY COLOR FILMS

LIGHTING CONDITIONS ▷	Bright Sun, Direct	Bright Sun, Side Light	Bright Sun, Back Light	Hazy Sun, Soft Shadows	Cloudy Bright, No Shadows	Cloudy Dull, or Open Shade
SUPER ANSCOCHROME 1/100 sec.	f/16 or LVS 14½	f/16-11 or LVS 14	f/11 or LVS 13½	f/11 or LVS 13½	f/8 or LVS 12½	f/5.6 or LVS 11½
ANSCOCHROME, EKTACHROME 1/50 sec.	f/16-11 or LVS 13	f/11 or LVS 12½	f/8 or LVS 12	f/8 or LVS 12	f/5.6 or LVS 11	f/4 or LVS 10
KODACHROME 1/50 sec.	f/8-5.6 or LVS 11½	f/5.6 or LVS 11	f/5.6-4 or LVS 10½	f/5.6-4 or LVS 10½	f/4-2.8 or LVS 9½	f/2.8-2 or LVS 8½

Exposure recommendations above are guides which should work well with subjects of average brightness. On the beach, or in other brilliant surroundings, use next higher f-number or LVS number. Where two f-numbers are shown (f/16-11, for example) set lens control at mid-point.

WHICH EXPOSURE?

14-PAGE SECTION

WHERE ARE THE PROBLEMS IN CREATIVE EXPOSURE?

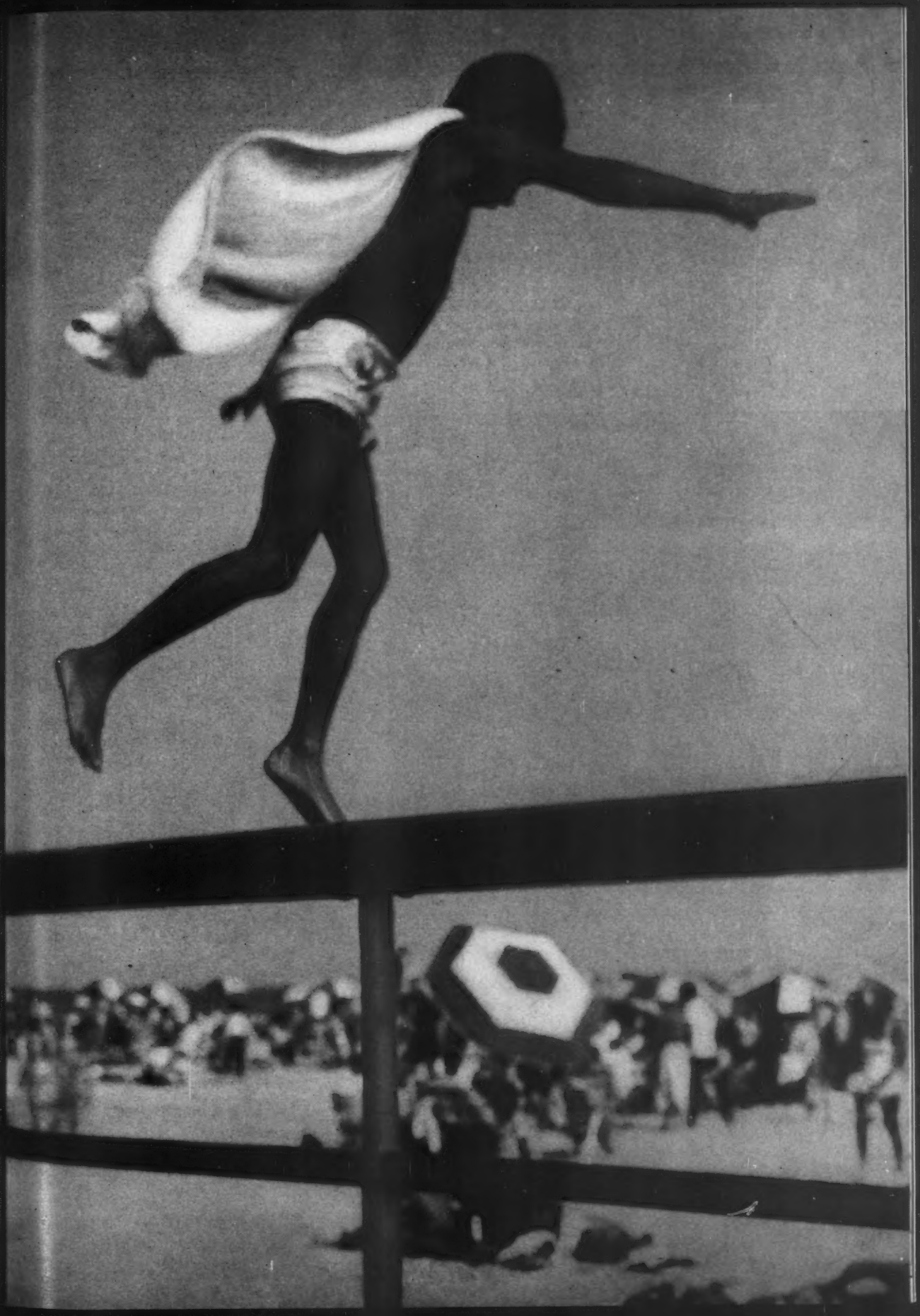
In spite of exposure meters, those fabulous accurate pocket aids for better pictures, problems remain for the discerning photographer. For he knows that a picture is not solved merely by getting the "correct," average reading for every scene. Getting a straight shot is often the easiest thing to do—and often produces the dullest results! We could almost say, forget about getting the perfect negative, with an even distribution of darks and lights. Instead, we urge, look at the light. For it is by light, and ingenuity in interpreting light, that creative pictures are made. How does light fall upon your subject? What should you expose *for*—highlight or shadow? What will happen to the rest of the scene, and how will that affect the center of interest?

In this picture section, we are dealing with black-and-white pictures, and have stressed use of the exposure meter throughout. The problems of black-and-white, however, are far easier to handle than those of color. First, with a black-and-white negative, we have a basis for control on the final print: incorrectly exposed areas often can be dodged or burned in in the darkroom. With average color films, on the other hand, any damage is irreparable when the exposure is made, for color correction on a positive transparency is a costly and difficult process, particularly in 35mm. Since the main purpose of using color film is to record *color*, even more care must be used in determining exposures. After taking an average reading, decide which are the important colors in the scene. If they are dark, and you are using an incident light meter, open the lens ½ stop over the average reading. For important light colors, close down ½ stop. With a reflected light meter, take readings close to the colors you want to stress. When using color, learn to make up for the comparatively small latitude of most color films with your magnitude of care in approaching creative exposure.

—CHARLES HELLMAN and DOROTHY JACKSON

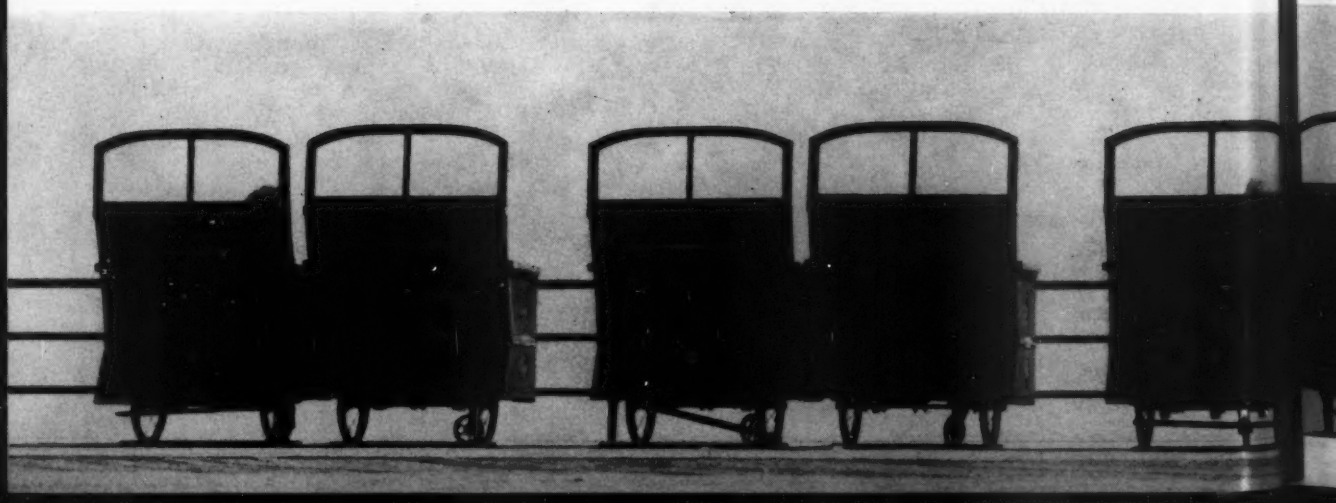
WHERE THE SKY FORMS THE MAIN AREA ▷ of the picture, careless exposure meter readings may result in underexposure of the main subject (here, Grete Mannheim's young "superman"). Standing at camera position, hold an incident light meter at arm's length; point it toward the camera. With a reflected light meter, follow the usual rule of taking a reading a few inches away from the palm of your hand. (Why the palm? Remember, in summer, pigments darken—only the skin of the palm will remain a constant color.) While these readings will give you correct skin tones, they may produce a blocked-up sky, i.e., with little or no detail in the clouds. Should you want to emphasize them, cut down on the exposure one full stop. For silhouettes, point either type of meter directly toward the sky.

WHEN CAMERA IS IN A DIFFERENT LIGHT from the subject, *pages 78-79,* often your exposure meter can fail you. If you are in a dark or dimly lighted spot, such as under a bridge, with the main scene being a bright area beyond, it usually will be next to impossible to take a reading with an incident light meter. Even with a reflected light meter, the angle of view is generally so wide that readings will be considerably influenced by the nearby surrounding dark walls. Since there's no telling about the effect of such dark areas, here's an ideal time to consult the exposure guide that comes with the film. In this case, you'd expose for the bright sunlight scene, as Hugo Harper did in Venice. If desirable to de-emphasize the dark area, then give one stop less exposure.



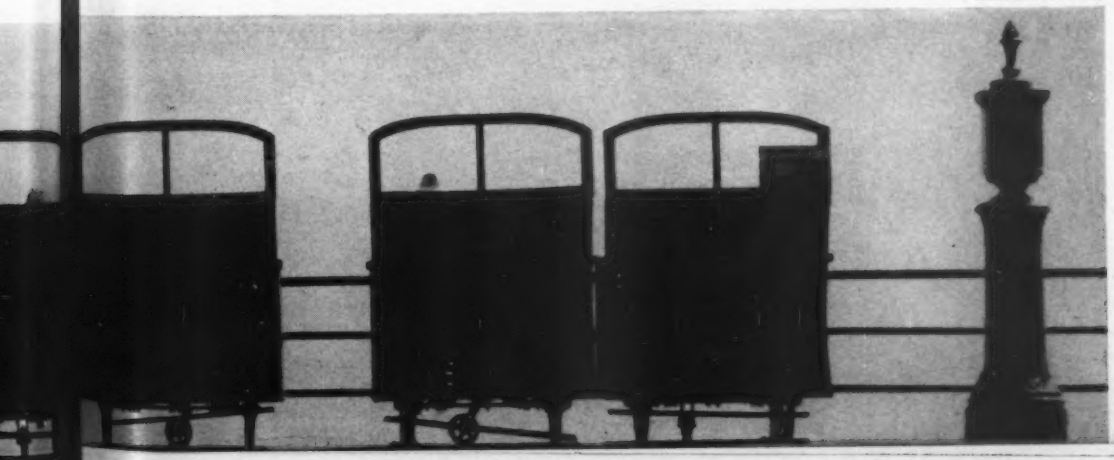
THREE PROBLEMS WITH LIGHT: TOO LITTLE, TOO MUCH, JUST ENOUGH. Next to nothing is impossible in making pictures, whether light is too low (nun), or too bright *(opposite)*. Even an adequate amount of light may pose a problem—if you choose *not* to take advantage of it (boardwalk chairs, *below*). In dim light, highly sensitive exposure meters of either type will, if used in the usual manner, produce some reading. Some less expensive meters, however, may not even flicker. A useful trick when this occurs is to point a reflected light meter toward a single light, if there is one, note the reading, and multiply by about 20. Thus, if your meter registers 1/25 sec., give a full one-second exposure to get as much detail as possible. Where there is extreme range of tone *(opposite)* it is difficult indeed to correctly expose every element in the picture, since the demands of this scene are even beyond the range of black-and-white films. In this instance, an incident light meter pointed toward the camera position, from outside the door, would give correct exposure to the boatman, with some burned out background and underexposed fish, as shown. With a reflected light meter, the reading would have to be taken from the palm, outdoors—it would be impossible to point it toward the scene and properly expose the man or boat. For a properly exposed foreground, a reading could be taken close to the fish with a reflected light meter. Semi-detail of shadowed subject (chairs), surrounded by more than enough sunlight, can be obtained by pointing exposure meter toward sky. However, if you do want detail in similar dark subject, take reading with reflected meter, six to eight inches from the darkest part, or use incident light meter as usual.

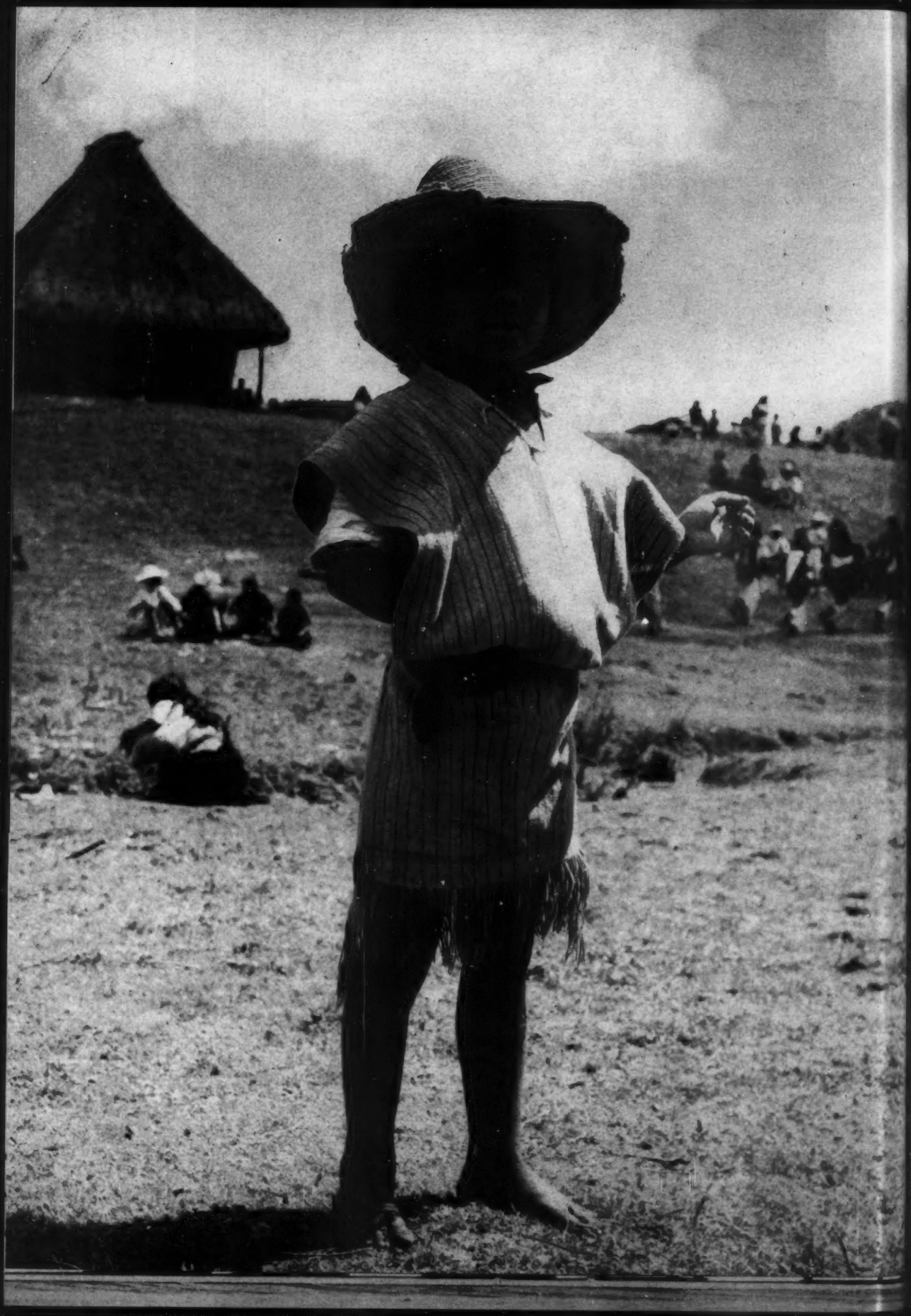
JOHN BROOK



CHARLES CAPILLA

HAROLD FEINSTEIN





◁ AUERBACH-PORTER

MOTTKE WEISSMAN

PROBLEMS IN CREATIVE EXPOSURE *(cont.)*

IN SUN: EXPOSE FOR SHADOW areas when they are important to the picture. Here, Mexican boy's face is the whole point of the picture. The background figures are washed out—but does it make any difference? By lacking in tonal details, they do not compete with the boy. The well-exposed texture of his skin and clothing stand out from the hot, sun-struck surroundings. With either incident or reflected light meters, come as near to the significant shadow areas as possible for a picture such as this. An incident light meter, held under the hat brim, should be pointed toward the camera. With a reflected light meter, take two readings—one on the light, the other on the dark side of the face—and split the difference to get the correct camera setting.

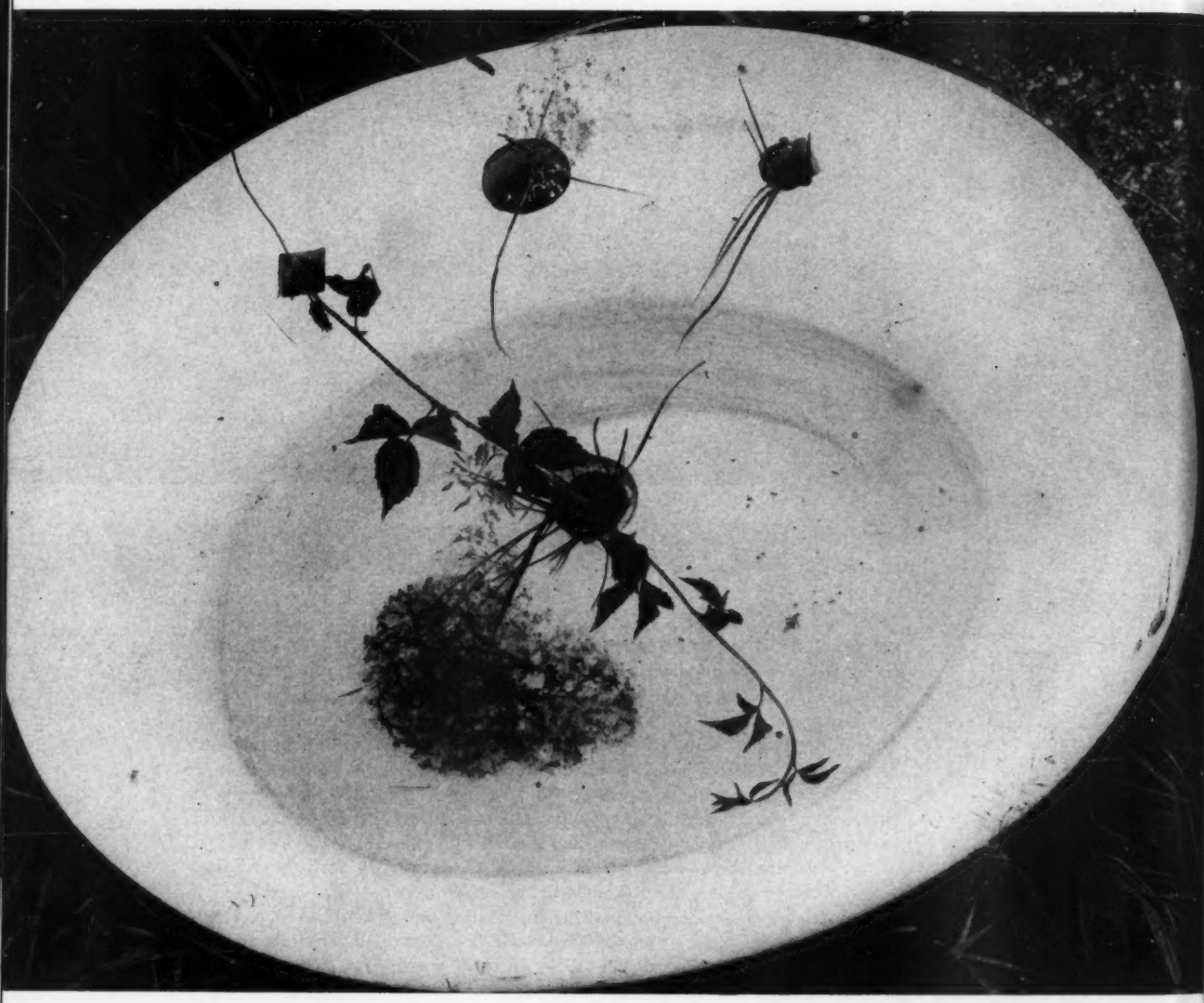
IN SHADOW: REGISTER DRAMATIC HIGHLIGHTS. Of course, it would have been possible to get shadow detail on the side of the face—by taking a reading for it. Then the part of the face that is pleasingly rimmed with light would have appeared thoroughly over-exposed. In this treatment, however, there is texture and conviction to the highlighted skin. Thoughtful interpretation of light adds to thoughtful mood of picture. Violate the usual rule of pointing an incident light meter toward the camera for this type of picture. Instead, point it toward the window to measure the bright light that outlines the face and hand. With a reflected light meter, come in close to take a reading from the brightly lighted side of the face.

RUNE HASSNER

BRENT HANNON

BE SELECTIVE IN EXPOSURE: METERS CAN'T MAKE DECISIONS! Faced with picture material, always ask, "Exactly what am I going to expose *for*—specific details, or the average scene?" Several moods could be created from the cock fight at *left*. For silhouettes, either type meter would be pointed toward the bright outdoors. For full facial detail and resulting burned-out highlights, a reflected light meter would be held five or six inches from a subject's face. Used in the usual manner, an incident light meter will give a similar reading. However, the type that has a globe cell permits light to spill over from nearly every direction, and tends to give the most useful reading. Where extreme shadows and bright light exist, *(above)*, be very careful that meter readings are made in the same light that illuminates your subject. Move out of shadows—or into them—when necessary. Small figure, *above*, is interesting as silhouette: exposure was made for light walls. Details in fur, *below*, meant overexposed background. Incident reading will balance scene.

JOYCE WILSON



HIRO WAKABAYASHI

FOR TEXTURE: HOW SHADOWLESS LIGHT—OR EXTREME SHADOWS—MAKE IT. Lack of shadows, or flat light, is responsible for delicate texture in picture of discarded wash basin, *above*. While you see little detail in the porcelain, leaves and grass have subtle differentiations of tone and texture. Since the important texture areas here are so small, don't try to take a direct reading from them with reflected light meter. Better to use the "substitute subject" (palm of the hand). Generally, where the area of the subject is not large enough for a reading by reflected light, it's advisable to take an incident light reading. Extreme shadows, on the other hand *(opposite page)*, can give a strong textural quality, too. Cobblestones glisten as low backlight skims over their tops. A reflected light meter, held toward the cobblestones from the camera position, would give inflated reading for the highlights. This dramatic light and shadow effect would result. An incident light reading would tend to produce lighter, more detailed shadows, and less of a stark black-and-white effect.

ERIKA KLOPFER

FOR THE OVERALL SCENE, SEE NEXT PAGE.
On a bright sunny beach so crowded with people that there is little threat of light reflected from the sand, exposure meter readings are fairly simple. In Harold Feinstein's close-up picture neither highlights nor shadows are exaggerated to produce an exposure reading problem. With a reflected light meter, make a close-up reading for skin tones; with the incident light meter, hold it in front of, or from, the camera position. Remember, this is for such a group of closely packed beach-goers. When the crowd thins out, a square foot of sand can act as a reflector and may alter the measurement of light to a considerable extent.

MONTHLY CONTEST

THIRD PRIZE $10. For a new view of the beach and of a girl, try back light. Yves Chear of Casablanca shot (old) Plus-X at 1/200 sec., f/12.5 in Leica to make this silhouette.

The subject need not dominate the foreground. Impact is not necessarily equivalent to close-up. Some successful pictures (see portrait of girl, *lower right opposite page*) follow the move-in-close, crop-tight formula; others, such as the photograph of the child and buildings *at right,* make their point by breaking the rules.

Anyone may enter any number of black-and-white prints in MODERN's "Monthly Contest." Pictures must be 4 x 5 or larger in size, and your name, address, and all technical data must appear on the back of each print. *Please enclose a stamped (first class postage), self-addressed envelope* if you want us to return pictures we're unable to use. All entries are considered for use elsewhere in the magazine. Send them to the Columns Editor, MODERN PHOTOGRAPHY, 33 West 60 St., New York 23, N. Y.

MODERN PHOTOGRAPHY'S
MONTHLY CONTEST
FIRST PRIZE $25
SECOND PRIZE $15
THIRD PRIZES $10

THIRD PRIZE $10. Don't be afraid to overshoot; when △ dealing in design you may have to make many exposures. Robert Hile, Brooklyn, N. Y., shot an entire roll in his Leica to make sure of proper placement of people.

$25 FIRST PRIZE. Converging planes of wall and ▷ ground sweep the eye away from empty foreground to focus on mite-sized figure in doorway. Chris Reeberg of Jamaica, N. Y. exposed Verichrome Pan at f/11, 1/60.

SECOND PRIZE $15. Part of a child's charm is his self-consciousness. Herbert S. Becker, Rochester, N. Y. captured flattered giggle-at-being-photographed of Mesquakie Indian children with Leica M-3, Plus-X: 1/250, f/5.6.

THIRD PRIZE $10. Jerry Tucker, Brooklyn, N. Y. shot this close-up portrait from beneath subject's line of vision to catch spontaneous expression, separate her from crowd of people. Rolleicord, Super-XX, f/16, 1/100 sec.

DISCOVERY *no. 25*

DON HUNTSTEIN

Like many a modern painter, Don Huntstein tends to reduce the world to two dimensions. Although the photographs *above* and at *left* are not similar in appearance or in what they say, both show a strong feeling for design, both limit the eye to the flat surface of the picture. Here there is no "perspective" leading from foreground through middle distance to some far-distant object. All activity, composition take place on a single plane.

But in each of these photographs a different graphic technique is exploited. The photograph of the pianist at *left* is characterized by visual tension—light and dark areas are nearly balanced and it is hard to determine purely visually which is nearer the viewer. The almost equal division of the picture into light and dark areas gives the impression of flatness. Contrast, often used to create the appearance of depth, can function in reverse. *(Continued on page 116)*

Silhouette of London rooftops, *above*, was shot in early afternoon fog, printed light. Pianist at *left* is Robert Casadesus, photographed at rehearsal with Philadelphia orchestra.

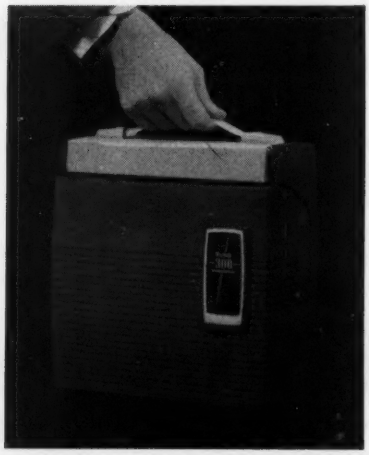
The Kodak BULLETIN

Baby snatchers &

—and how to save time in a couple of tanks . . . wiping out old stains for 25 cents . . . an exposure-test trick for Type C prints . . . how to shoot cats in coalbins . . . whether to stop down or speed up when using Kodak Ektachrome Film . . . filters for special uses . . . guide to better reading . . . and even a better film clip!

Case of the two-tone case

You're a detective assigned to watch a camera shop. Look for a man coming out carrying a small case. It'll be two-



tone. Follow him. Your job: find out what's in the case.

The man takes the case home. Hurries. He's impatient, excited, maybe. Gets home. sets case on table. Fingers tremble as he removes cover. Inside is something you've never seen before. Looks like a 2x2 slide projector but it's too flat, has knobs on top.

Suspect takes a cord out of the top. Plugs cord in. Faint sound emerges from machine. Couldn't be a blower, too quiet. Throws a switch and a light pours forth on a screen. Couldn't be a projector, too much light from so small a package.

But wait! The man puts a slide in the instrument and there it is on the screen. It must be a projector. Still some doubt. Man focuses by turning a radio-type knob on top. Adjusts elevation same way.

Assignment completed. It's a slide projector, all right. The Kodak 300 Projector. Nothing like it. Hurry back to camera shop. Find price is $59.50 with Kodak Readymatic Changer, $69.50 with magazine-type changer. Reach for wallet. You are going to walk out with one yourself!

Shutter up or lens down?

When a photographer loads with Kodak Ektachrome Film (daylight index 32) he has the choice of speeding his shutter up or closing his lens down. Either one will compensate for the extra speed of this faster color film. Which one is better?

Nearly always when there's a choice it's better to speed up the shutter. Especially with miniature cameras. The faster shutter helps guard against slight camera tremor that takes the fine edge off image detail. This insurance usually

is more worth while than the slight gain in field depth from closing down a stop or so.

Close-ups, of course, are the exception. There, it's best to support the camera firmly (on a tripod, clamp, etc.) and stop down for all the depth you can.

Filter fun

Most photographers have a basic set of filters: a general-use yellow filter for black-and-white shots, a daylight-type color film filter to prevent excess blue in open shade, on hazy days, and in distant scenic shots, and a daylight conversion filter for Type A or Type F color films.

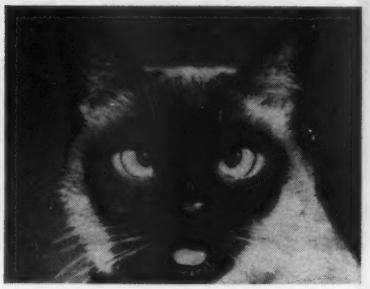
These are standard. But the real fun comes in experimenting with filters for really unusual effects or difficult photographic projects.

For example, with black-and-white film, a Kodak Wratten A Filter will do wonders in bringing out the texture of architectural stone. A Kodak Wratten G Filter will do the same for brick. An X1 or K2 filter will separate light reds from other colors in photographing colored boxes. A Wratten A filter will lighten up red, orange, or bronze-colored flowers to show the detail. And so on.

Why not add a few new filters to your kit and get to know what they'll do? A good way to decide which ones is to get a copy of the 50¢ Kodak Data Book "Filters and Pola-Screens." It's packed with information running from basic material on how filters work, through types of filters, to filters used in commercial photography. At your Kodak dealer's.

(If you're just starting out in photography, we suggest you begin your filter exploring with a Kodak Filter Kit. They come ready-made for many cameras, with a basic set of filters housed in a plastic carrying case with each filter in a separate transparent swing-out compartment. From $6.00.)

Cat in a coalbin



Take your light meter and set it for 1600. Now take a reading anywhere you like. Say outdoors on a gray day where you might come up with *f*/22 at 1/800 second or indoors on the same gray day which might show a reading of *f*/5.6 at 1/100 second. This isn't dream stuff. If your camera is loaded with the new Kodak Royal-X Pan Film, you can go right ahead, shoot. Never fear, you'll come up with printable negatives.

The exposure index of this remarkable new film, including the usual safety factor, is 650. The meter setting of 1600 omits the safety factor, will give correct minimum exposure with properly calibrated equipment. We've even heard from photographers who used a meter setting of 8000 and still made out.

The way to find out exactly how far you can go with this film is to try it out on your own equipment. Make some indoor test shots at night, without flash. If your camera stops down to *f*/32 or *f*/64 and has a very fast shutter, make test shots outdoors. You'll find some

2-tone cases

astonishing new capabilities in extreme depth of field *with* action-stopping shutter speeds. But *don't* expose this super-speed film as if it were ordinary film—or your negatives will be so dense you can't see through them.

Kodak Royal-X Pan Film comes in sheet form in standard sizes from 2¼ x3¼ up to 8x10 inches. At your Kodak dealer's.

Baby snatcher

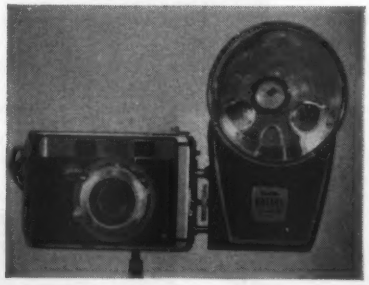
You're all set for a flash shot of the baby whooping it up at breakfast. Looks

good, so you fire. A second later baby pours the glass of milk over the cat. You fumble around for another bulb, get it loaded . . . and the moment is gone. Frustrating.

What you need at times like this is the new Kodak Rotary Flasholder. Lets you change flash bulbs quicker than you can say Jack Ogilthorpe Robinson. It has a rotating magazine that holds six flash bulbs. Fire No. 1, give the back a one-sixth turn, and you're ready to fire No. 2. When you've fired all six, you eject the bulbs simultaneously, take a carrier disk with six pre-loaded fresh bulbs and click it into place. Then you're all set for another six shots.

The Kodak Rotary Flasholder comes with two bulb-carrier disks, has a new kind of exposure calculator on the back that lets you quickly dial the correct exposure. It's B-C, of course. And there are two models to fit most cameras. One, for $9.95, fits the Kodak Signet 40 and Duaflex Cameras, and others with Kodalite fittings. The other, for $11.95, has an ingenious bracket and shoe that attaches either to the tripod socket of almost any hand camera or to the accessory clip on the top.

See the new Kodak Rotary Flasholder at your Kodak dealer's. Try it out. You'll like it.



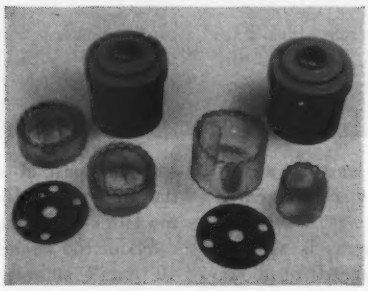
Time saver

Developing a lot of film with only one tank can be both wearing and maddening. It's one prolonged hurry-up-and-wait as chemicals gurgle into and out of the lone tank, taking their own sweet time.

So we suggest a miniscule expenditure —$2.95—for an extra Kodacraft Roll-Film Tank.

If you shoot with 35mm film, there's the Kodacraft Miniature Roll-Film Tank—also $2.95—that has two aprons and takes two rolls of film at a time.

The time it takes to go to your nearest

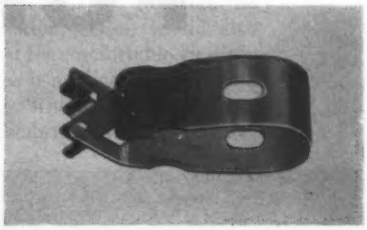


Kodak dealer and get another tank you'll save on your next developing session.

Test prints for Type C

When you start to make your first full-color enlargements from Kodacolor negatives on Kodak Color Print Material, Type C, here's a handy short-cut to get near the correct exposure. Shoot a good print on Kodabromide Paper 3 *without* the CC filters. Then for the Type C exposure, give the same time *with* the filters, but shut down the enlarger lens one-*half* stop. This also gives you a handy advance proof, in black-and-white, to judge for composition and pose, before you make the full-color test exposure.

Better mousetrap



Film clips are film clips, but some are better than others. Recently we designed an especially good one. It's made of corrosion-resistant stainless steel, grips the film without cutting it, has a short bite which won't cut into the picture area, and has a unique one-piece design that lets the clip drain quickly. Kodak Flexo Film Clips are what you ask for. 35¢ each.

Free guide

Here's a free booklet you really should send for. It's our latest descriptive listing of the many authoritative Kodak publications. Whether you're interested in color photography, Kodak processing preparations, designing a darkroom, industrial photography, lighting, flash photography, filters, lenses, just about anything photographic, this handy booklet tells you what Kodak publication deals with your subject. It also lists and describes the many useful Kodak Dataguides, Photoguides, and Kodaguide Dials. You get your copy of "Kodak Books and Guides" by writing to our Sales Service Division.

Stains

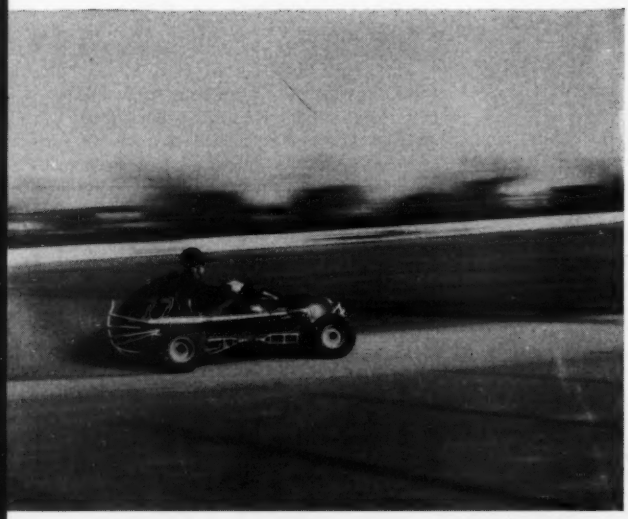
To turn what could be a catastrophe into a sigh of relief, we've published a 34-page illustrated booklet, "Stains on Negatives and Prints." Tells you how to get rid of all sorts of stains, costs 25¢ at your Kodak dealer's. While you're there, pick up a packet of Kodak Farmer's Reducer for 25¢. Good stuff.

Prices are list, include Federal Tax where applicable, and are subject to change without notice.

Kodak

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

MOVIE EXPOSURE FOR ACTION



PANNING IS ONE WAY to get a sharper image when filming a speeding subject moving at right angles to the camera. With really fast traveling machines, like racing cars, background will be blurred. It adds to the feeling of speed. Practice with an empty camera.

SLOW FRAME PER SECOND speeds, like the 8 frame setting, can be employed to make things move faster, or for comic effect. Don't overdo the comic angle or you'll end up boring your audience. At 8 fps shutter speed is about 1/15 sec. Check your manual.

MOVIES WERE never meant to move—at least not at the tremendous rate of speed attained by racing cars, athletes, and little children on bicycles.

The very nature of most movie cameras is against successful action photography. Shutter speeds of about 1/30 sec. at the normal silent speed of 16 frames per second causes even moderately fast action to blur. And once an audience spends an evening watching blurred images streak across the screen, it is usually ready to swear off home movies. The photographer is likely to confine his future film making to more sedentary subject matter.

Professional cinematographers are constantly shooting fast action. While they have devices like variable shutters working for them, many of the techniques they use can be successfully transplanted to your home movie making.

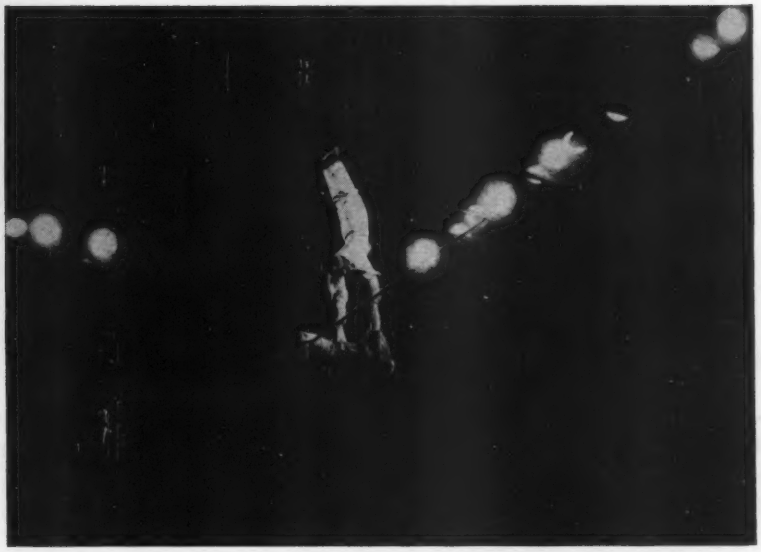
But first, let's examine the nature of action. A runner moving toward the camera at a 40° angle and one speeding past at a right angle may both be going at the same speed. But as far as the camera is concerned, the latter is moving faster.

Shoot the runner moving toward the camera at the 40° angle at normal 16 fps and chances are that the results will be fine. Shoot the runner going at a right angle to the camera as he comes into the viewfinder, and it's almost a cinch that the image will be blurred.

Just this simple illustration helps to reach one conclusion. The position of the camera can be an aid to shooting action. Sharper films can be obtained by simply avoiding a right angle shot. Get off to one side when you can.

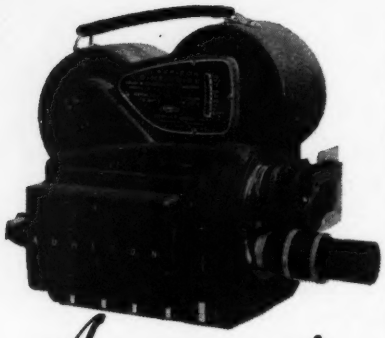
But what happens when you can't change your shooting position? You may be shooting a sports car event, as in the photo, *left this page*. Speeds are tremendous and at one point at least in the action the cars are at right angles to the camera. *Pan with the action.* Once the subject is in the *(Continued on page 104)*

TRUE SLOW MOTION, 64 fps, brings out the inherent beauty of complicated athletic movements like this hurdler clearing a jump. If shot at normal 16 fps from the same position, action would also be too fast for comfortable viewing. Same idea is applicable to children on swings, where fast up and down motion tends to annoy an audience.



NORMAL FPS or slow motion, 64 fps, can be used for this kind of shot. A long shot, it has been taken from far enough away to insure against fuzzy images because of speed. On the other hand, slow motion can lengthen screen time and add a feeling of rhythm and beauty to the mood of the shot.

SPEED OF ABOUT 32 fps can make this scene a little easier to shoot. You may have been able to keep the car in the viewfinder with or without panning. As it nears you, you must keep the camera on the subject. The increased fps helps compensate somewhat for the extreme speed of the car and at the same time adds detail to the scene when projected.



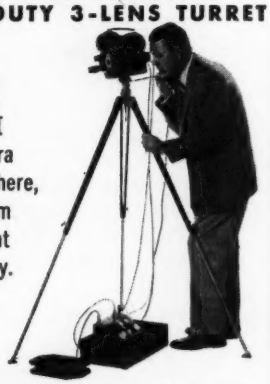
Announcing

THE NEW AURICON

CINE-VOICE II

16mm Sound-On-Film Camera
WITH PROFESSIONAL
HEAVY-DUTY 3-LENS TURRET

Lightweight
High-Fidelity
Cine-Voice II
Sound Camera
can go anywhere,
operates from
house current
or car battery.



Available in a choice of models to suit a variety of filming requirements, such as...

★ Self-Blimped Camera for picture only, runs synchronously with double-system magnetic or optical sound recorder.

★ Self-Blimped Camera for Single-System Optical or "Filmagnetic" Sound-On-Film.

★ Sold with a 30-day money-back guarantee. You must be satisfied!

Auricon Hollywood

Complete Outfit . . . $795.00
Write for free "Cine-Voice II" literature.

BERNDT-BACH, INC.
6918 Romaine Street, Hollywood 38, Calif.

MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931

EXPOSURE

(Continued from page 57)

conducted to a delicate microammeter, causes a pointer to move across a scale. The brighter the light the more the current generated and the greater the pointer deflection. The pointer reading can be converted to actual exposure information by means of a calculator built into the meter. Photoelectric meters, although smaller, more rugged and sensitive work no differently today.

Reflected vs. Incident

At first all meters were used in like manner. You pointed the cell at the subject and measured the amount of light reflected from it toward the camera position. These meters were designed so that correct exposure would be obtained from an average scene of 18 percent reflectance. Unfortunately many situations developed in which such measurement could lead to error. (See *Which Meter Is Best? page 66, Which Exposure? page 78.)*

A second type of meter was said to solve all the problems of the reflected light meter. But the incident reading meter which measures all the light falling on the subject rather than the light reflected from it, produced its own difficulties as you will find from reading this issue. Ideally, a meter should be capable of both readings no matter which type it is considered primarily. Thus the first and best known proponent of incident light, the Brockway Norwood Director meter has a reflecting light accessory grid and the best reflecting meters have incident accessory light grids. However, should you compare readings of different reflected light meters you would find they vary with the same subject and light. And the same is true with incident meters. Why? With reflected meters, angles of view differ (as well as, alas, sensitivity) and with incident meters, the light gathering grids have different shaped diffusers *(see page 57)*.

The Brockway Director has a hemispheric-shaped grid which responds strongly to top, side, and even some back light. A slightly convex collector as used in the Invercone on the Weston Master III meter shows a moderate response to side and top light, while the flat grid of the GE shows almost no response to the above conditions. Which light collector is right, which wrong? All have desirable qualities depending on the conditions of illumination and how important back, front and side lighting are to the photograph. It's obvious that standardization is a long way off.

Today, we have meters built into cameras *(page 62)*, as well as meters with booster cells for added low light sensitivity *(page 70)*. The big names in meter manufacturing have given us more sensitive and more versatile meters *(page 66)*. The LVS or EVS system promises to make exposure a simpler problem *(page 58)* and the future is heralded by the possibilities of the semi-coupled meter *(page 71)*. Our exposure problems are still with us but can be solved with special techniques *(pages 78 to 91)*. What of the future? Films are getting faster and faster. A few years ago we had color film with a film rating of 8 and were relatively happy. Now we shoot at 100 and push it to 160 or even higher with special processing. We take pictures in less light and demand more fidelity, better negatives. We want more sensitive meters to make the most of these films.

Several methods may be used to increase meter sensitivity. The efficiency of the light converter can be increased. The use of alnico magnets in galvanometers greatly aided the sensitivity of modern meters. New alloys may be developed to increase further the response of the galvanometer to low light intensities. Semi-conductor research has led to the perfection of the transistor. Since a current amplification of 40 may be made by a single transistor amplifier a really significant increase in sensitivity would be available. At present, a simple transistor DC amplifier is undesirably heat sensitive but the future may see improvements in this direction. Compared with the 4X amplification of the accessory cell booster of today, the transistor could be a splendid improvement. We may see tiny plug-in transistor amplifiers for photo cells.

Increased sensitivity would offer reflecting exposure meter manufacturers an opportunity to decrease the angle of acceptance of their units. Imagine a reflecting light meter working at an angle of 10 degrees instead of the 30 or so of most meters today! It would be selective enough to cope with almost anything right from the camera position under any light conditions.

However, the photographer's understanding of his subject in terms of what he wishes to highlight, to subjugate, should remain the real goal. Proper exposure? There is seldom one proper exposure. There is only the will of the photographer and the desire for certain technical or artistic aims. In this issue, MODERN seeks to show you the latest mechanical developments in exposure determination and then how to apply these to the subjects you will be facing. We will go beyond the instruction book to find ways of solving problems that you won't find therein. Here are the tricks, the subtle variations on techniques to guarantee you the exposure you want under practically all conditions.—CHARLES HELLMAN AND HERBERT KEPPLER

Take the snags out of shooting! Send for MODERN's gift exposure guide. Details on page 108.

WALL ST. Camera Exch.

"SHOP AND SWAP CAMERA CENTER"

WSC EXCH.

80 WALL STREET
NEW YORK 5, N. Y.

NEW OUTFITS at up to 60% Savings!

Brand New LATEST AUTOMATIC EXAKTA VX

SINGLE FLASH POST MODEL

• Single Flash Post • Internally Improved Shutter • Body Lock • New Exposure Counter • Standard Rewind, etc.

43.50 PLUS your old Exakta VX (Body for Body)

$78.50+Your Exakta V	$49.50+Your Contax IIIA
98.50+Your Exakta I, II	108.50+Your Praktiflex FX
88.50+Your Leica IIIF	88.50+Your Canon IVSB2

TRADE UP TO CANON V

BRAND NEW LATEST 1957

With F1.8 Canon Extreme High Speed Razor Sharp Lens

58.50 Plus Your Leica IIIF with F2 Summicron

BRAND NEW 1957 CANON 8

98.50 MOVIE CAMERA With F1.8 Canon Lens

PLUS YOUR 8mm MOVIE CAMERA WITH F1.9 LENS IN TRADE

Brand New 1957 CONTAFLEX III

59.50 Plus your Contaflex II

$76.50 plus your Contaflex I

CONTAFLEX IV, ADD $23.50 to above prices

BRAND NEW LATEST CONTAX IIIA & IIA

• MX Flash Synchronized • Takes All Bulbs and Strobe • Standard Flash Post • Needs No Special Cord

79.50 old IIIA for new IIIA; old IIA for new IIA (Body for Body)

Brand New LATEST RETINA IIIC

• Interchangeable Lenses • Light Value System • Self Timer • Fully Synchronized • Rapid Wind • Light Meter.

99.50

Plus Your 35mm Rangefinder Camera in Trade

$59.50+Your Vitessa "L"	$48.50+Your Contaflex II
88.50+Your Vitessa MX	87.50+Your Argus C4
79.50+Your Contessa MX	69.50+Your Retina IIA

BRAND NEW LATEST 1957 AIRES III

• F1.9 Ultra Speed Lens • Speeds 1/2-1/500 Sec. • Rapid Film Wind • MX Synchronization • Brilliant Viewfinder • Focus 20" to Infinity

72.50 Plus Your 35mm Rangefinder Camera in Trade

BRAND NEW LATEST 1957 KONICA III

• F2 Hexanon Lens • Rapid Film Transport • Speeds 1-1/500 Sec. • Self Timer • Luminous Viewfinder • MX Synchronization

79.50 Plus Your 35mm Rangefinder Camera in Trade

SPECIAL! 35mm F3.5 AUTOMATIC TRAVEGON WIDE ANGLE LENS

49.50 Plus Your Wide Angle Lens

35mm F2.8 Automatic Flektagon **59.50** Plus Your 28mm Angenieux

58mm F2 Automatic Biotar **59.50** Plus Your Preset Biotar

Brand New Latest 1957 Automatic ROLLEIFLEX 3.5G

79.50 Plus Your Rolleiflex LVS

Rollei 3.5G with Exposure Meter ADD $25

ROLLEI 2.8E With exposure meter **117.50** Plus your Rollei 2.8D

"WORLD'S FINEST OPTICS" BRAND NEW SOLIGOR 135mm F2.8 PRE-SET LENS

FOR EXAKTA, EXA, PENTACON, CONTAX S & D, PRAKTICA.

- Top quality high speed lens
- True telephoto; extremely sharp
- Highly color corrected
- Hard Ctd. on all surfaces
- New chrome & anodized mount

NOW 47.50 Reg. $89.95 — De Luxe plush-lined case $6.50

	Regular	Special
135mm F3.5 pre-set	69.95	34.50
1" F1.1 for 16mm	129.95	89.50
1" F0.95 for 16mm	179.95	124.50
1½" F1.0 for 8mm	99.95	69.50
3" F1.5 for 16mm	99.95	69.50
135mm F4.5 for Argus C-3	49.95	34.50

FULLY AUTOMATIC PRAKTINA FX

• Speeds 1-1/1000 Sec. • Self Timer • Full MX Synchronization • Interchangeable Finders • Interchangeable Lenses • FULLY AUTOMATIC

With Fully Automatic F2.8 Tessar & Auto. F2 Biotar Lenses — GET OUR LOW PRICE

Penta-Prism RANGEFINDER

For Exakta and Exa cameras. With rangefinder glass and leather case. Reg. $85.00. BRAND NEW **22.50**

Rangefinder Insert Alone $8.75

LEICA & CANON SALE!

	Reg.	Special
Leica IIIF, F2 ctd. Summicron	336.00	179.50
Leica M3, F2 ctd. Summitar	439.00	239.50
Canon V, F1.9 ctd. Canon lens	350.00	187.50
Canon V, F1.2 ctd. Canon lens	450.00	289.50
Canon V, 35mm F1.8 Canon lens	350.00	224.50

LENSES FOR CANON, LEICA

	Reg.	Special
25mm F3.5 Canon w.a.	175.00	119.50
28mm F3.5 Canon w.a.	134.00	87.50
35mm F2.5 Angenieux w.a.	99.50	54.50
35mm F3.5 Summaron w.a.	105.00	69.50
35mm F1.8 Canon w.a.	150.00	99.50
50mm F1.2 Canon	250.00	159.50
50mm F2 Summicron	156.00	89.50
85mm F1.9 Canon	170.00	79.50
90mm F4 Elmar	96.00	64.50
90mm F4 Elmar collapsible	156.00	97.50
135mm F4 Hektor	138.00	94.50
135mm F3.5 Canon	130.00	88.50

SAVE A BUCK DEPT.

Contax D, F2.8 preset Tessar	$ 69.95
Contessa, F2.8 Tessar, MX	68.50
Contaflex II, F2.8 Auto Tessar	99.50
Prominent, F1.5 Nokton, latest	109.50
Alpa 7, F1.9 Auto Xenon	267.50
Exakta I, F3.5 lens	49.50
Exakta II, F2.8 lens	64.50
Exakta V, F2 Xenon	99.50
Exakta VX, F2 Biotar	139.50
Argus C3, F3.5 lens	26.75
Bolsey "C" Reflex, F3.2 lens	28.50
Minox III, F3.5 lens	67.50
Retina IIA, F2 Xenon	64.50
Bell & Howell Robomatic	104.50
Rolleiflex MX, F3.5 Tessar	99.50
Rolleicord IV, F3.5 Xenar	62.50
Contax III, F2 lens	88.50
Contax IIA body, Synchronized	69.50
Contax IIIA, F2 ctd. Sonnar	169.50
Nikon SI, F1.4 Nikkor, MX synch	148.50
American Optical Exec. 500 Auto proj.	49.95
FR II Electronic Flashgun	29.95
Ultrablitz Jet Electronic Flashgun	43.50
Ultrablitz Matador ILS	64.50
Ultrablitz Reporter IIS	89.50
100mm F3.5 preset Short Mount lens	17.25
Folding Bellows for Exakta	11.50
40mm Macro Kilar "E" lens	62.50
40mm Macro Kilar "D" lens	79.50
180mm F2.8 preset Sonnar	187.50
Yashicamat, F3.5 Lens	49.95
Praktica FX-2, F2.8 Tessar, Preset	88.50
75mm F1.5 CTD, Zeiss Biotar	87.50
Bell & Howell 200 EE	197.50

Everything used unless otherwise specified

EXAKTA VX OUTFIT

BRAND NEW Reg 592.90 NOW **258.50**

*DISC.

HERE'S WHAT YOU GET!

- Brand New Exakta VX*
- 58mm F2 Pre-set Biotar Lens
- Penta Prism Finder (Ihagee)
- Split-Image Rangefinder Insert
- Extra Ground Glass Insert
- 135mm F3.5 Pre-set Telephoto Lens
- Exakta Extension Tube Set for Close-Ups
- Exakta B.C. Flashgun • Leather Case

FREE EXPOSURE METER

Latest Exakta VX instead of disc. model, add $29.50

Fully Auto. Biotar lens instead of preset Biotar, add $49.50

Extra Waist level and Sports Finder $12.95

BRAND NEW 1957 EXA MX OUTFIT

Reg. 216.50

- New 1957 EXA MX
- 50mm F2.8 Westar Click-Stop Lens
- Penta Prism Finder
- Split-Image Rangefinder Insert
- Extra Ground Glass Insert
- 100mm f4.5 Exa Telephoto Lens
- Exa Extension Tube Set
- Exa B.C. Flashgun • Leather Case

50mm F3.5 Zeiss Tessar instead of Westar, add $17.50

50mm F2.8 Automatic Westenar instead of Westar, add $37.50

NOW **99.50**

Extra Waist level and Sports Finder $12.95

BRAND NEW 1957 Automatic PENTACON OUTFIT

Regular 413.70

NOW **159.50**

HERE'S WHAT YOU GET!

- 1957 Automatic Pentacon
- 50mm F2.8 Automatic Westenar Lens
- Prismatic Viewfinder
- Strobe & Bulb Synchronization
- 100mm f4.5 Pentacon Telephoto Lens
- Extension Tube set for Close-Ups
- Pentacon B.C. Flashgun
- Leather Case

F2 Automatic Westagon instead of Westenar Add $19.50

FREE—Photo Electric Exposure Meter

Brand New Latest PRAKTICA FX OUTFIT

Reg. 217.20

NOW **89.50**

HERE'S WHAT YOU GET!

- Brand New Praktica FX
- Optical Eye-Level Sports Finder
- 50mm F2.8 Westar Click-Stop Lens
- 100mm f4.5 Telephoto Lens
- Extension Tube Set for Close-Ups
- Leather Case • BC Flashgun

New Single Flash Post Model

Above Outfit with 50mm F2.8 Zeiss Tessar preset or 58mm F1.9 Primoplan preset instead of 2.8 Westar, complete $104.50

Same Outfit, with 50mm F2.8 Auto. Westenar instead of Westar, complete $127.50

Same Outfit, with 50mm F2 Auto. Westagon instead of Westar, complete $144.50

Special with above Outfit . . . Genuine Zeiss Penta Prism Finder, regular, $29.95 NOW $13.95

"SHOP AND SWAP CAMERA CENTER" WSC EXCH.

WALL ST. CAMERA EXCH.
80 Wall St., New York 5M, N.Y.
Dept. M77

Phone: HAnover 2-8060-61

☐ I WANT TO BUY, Rush best offer on.....

☐ I want to trade. Rush best offer for my.....

Name .....

Address .....

City/Town ..... State .....

☐ Send Copy of Wall St. Cam. News Free!

* All our merchandise fully guaranteed 1 year. 30 day return privilege.

SPIRATONE — The Lens Accessory Specialists

CLOSE-UPS TO 3½" WITH CLOSE-UP LENSES

The perfect accessory that can be used with any camera. You can get close-ups from 3½" to 38". Simple to use, permits a simple camera with a regular 3' setting to take portrait pictures or even do copy work . . . now close-ups of insects, flowers and macrophotography; possible with this inexpensive tool.

	Plus 1 from 38" to 20"	Plus 2 from 20" to 13"	Plus 3 from 13" to 10"	Plus 4 from 10" to 8"	Plus 5 to 7"	Plus 6 to 5½"	Plus 10 to 3½"
SER. IV	$1.15	$1.15	$1.15	—	—	—	—
SER. V	1.39	1.39	1.39	$1.75	$1.95	$2.25	$2.65
SER. VI	1.59	1.59	1.59	2.00	2.30	2.75	3.25
SER. VII	2.98	2.98	2.98	3.25	3.75	4.25	5.25

All close-up lenses except Plus 10 are mounted in metal rings. *Shp. Cg. 10c*

Plus 1 Plus 2 Plus 3 Plus 4 Plus 5 Plus 6 Plus 10

PRICES SLASHED IN HALF!!

HIGHEST QUALITY OPTICAL GLASS FILTERS

COATED FILTERS IN SERIES SIZES to fit standard filterholders

For B. & W.: Lt. Yellow, Med. Yellow, Green, Red, Orange, Haze.

For ANSCOCHROME DAYLIGHT: UV15, UV16, 82A.

For CLOSE-UPS: +1, +2, +3

For KODACHROME, EKTACHROME DAYLIGHT: Haze, Skylight, 82A, 80B, 81B, 80.

For ANSCOCHROME, KODACHROME, EKTACHROME TYPE F: 85C, 82A.

OTHER FILTERS IN SERIES SIZES *available uncoated only*

Neutral Density 2X, 4X, 8X, 10X, Haze 2A, 83, 85B, 81, 81D, Flash 1D, 2D, UV-17, Infra-Red, CC-M10, 85A, #10, #11, 81A, 82B, 82C.

Coated		Uncoated	
Ser. IV	$1.54	Ser. IV	$1.15
Ser. V	1.94	Ser. V	1.39
Ser. VI	2.44	Ser. VI	1.59
Ser. VII	3.34	Ser. VII	2.98

Clip here for this **SPECIAL OFFER**

Buy at least five filters and closeup lenses at one time and we will supply COATED filters (in colors listed) at uncoated prices, saving you $5.00 and up on this order alone.

Sh. Chge. 1 to 4 filters 10c

CLOSEUPS ARE SIMPLE

and inexpensive, when you buy your closeup accessories from Spiratone, the only firm specialized in low-cost closeup photography equipment.

GOOSENECK LIGHT ATTACHMENT $5.95

With C clamps, fits copy-stand or enlarger pole. 2 ballet reflectors, $1.00 add. *Sh. Wt. 4 lbs.*

DELUXE COPYING STAND

Designed by us for use in conjunction with closeup lenses, extension tubes, bellows attachments, to complete with a moderate investment, your closeup and copying equipment. Strong enough for a 4x5", yet compact in storage (two-piece post) and equally well suited for copying, medical, scientific work and movie titling. Camera bracket permits centering of camera over subject: 15x18" baseboard is very practical for large originals, 1½" diameter pole is 38" high. *Shipping Weight 11 lbs.* $12.95

PRO. COPY OUTFIT Stand, light att. w. reflectors, Prox Iscope Sr., all as illus. $24.99

DOUBLE RETAINING RING

Permits use of two closeup lenses (for extreme close-ups: +2 and +3 make +5), closeup lens and filter (correction, conversion, pola), two filters, two minus lenses, at same time. Fits standard filterholders. Ser. C or IV 85c; Ser. V 85c; Ser. VI 95c; Ser VII $1.50.

Save up to 80% with Spiratone

Most Useful Accessory for All Films!

POLARIZING FILTERS & SCREENS

With Without

For all Color and black and white film. Eliminate glare and reflections in scenery, water, show-windows . . . emphasizes clouds, the ONLY sky filter usable with Kodachrome, Anscochrome, Extachrome. Polarizing Screens have double threaded rings to allow use of extra filter or closeup lens, handle for convenient adjustment of maximum polarizing effect.

	Polarizing Filter	Polarizing Screen	Polarizing Screen with Viewer
SER. IV	$1.54	$3.75	$5.99
SER. V	$1.94	$3.75	$6.77
SER. VI	$2.44	$4.75	$7.99
SER. VII	$3.34	$5.75	$9.77

Shp. Chg. 10c

FOLDING BELLOWSCOPE

$14.95 FREE with FOLDING BELLOWSCOPE: PROXISCOPE SR. a $5.00 value.

Available for: Leica, Canon, Kino Exakta, Exa, Praktica, Praktiflex FX, Contax S, D, DA, II (d), III (a), Pentacon, Nikon.

The most useful of lens-to-camera closeup accessories. It weighs only 5 oz., has fine leather bellows and a geared track with a positive lock. A sturdy, accurate frame assures proper alignment. An extension range up to 5" is provided, with magnification factors engraved on the track. *Shp. Chge. 70c*

NEW 1957 DOUBLE-TRACK FOLDING BELLOWSCOPE, extra sturdy. Reg. $29.95, a Spiratone first at... $18.95

135MM f:4.5 SHORT BARRELL TELEPHOTO, FOR A COMPLETE CLOSEUP TO INFINITY FOCUSING RANGE WITH BELLOWSCOPE. Reg. $34.50, if bought with Bellowscope $19.95

NOTE: All series accessories fit series filterholders. If you do not have a filterholder, write, naming camera and lens.

A MUST FOR PORTRAITS & LANDSCAPES!

DUTO-type DIFFUSERS for all cameras

Now available in standard series sizes, to fit all filter holders! Every serious photographer wants to use these famous coated diffusion disks preferred by the world's foremost pictorial photographers for their salon shots. Ser. IV $1.54; Ser. V $1.94; Ser. VI $2.44; Ser. VII $3.34

GENUINE LEATHER FILTERBANK HOLDS 6 FILTERS

Available in Ser. IV ($1.00), Ser. V ($1.00), Ser. VI ($1.25), Ser. VII ($1.50). ONLY 50c with your order for $5.00 worth or more filters.

4-PC. EXTENSION TUBE SET

for Praktica, Praktiflex FX, Contax, S, D, DA, Pentacon $6.95

This exceptionally well-made set includes in addition to the usual 5mm, 15mm and 30mm tubes a 45mm tube, thus permitting up to 2X magnification, when the complete set is used: a tiny object, ½" x ¾" can be made to fill the entire 35mm negative or transparency! *Shipping Charge 35c.* 4 pc. set, but with one FOCUSING TUBE, alone a $10.00 value, increasing maximum extension to 100mm. $9.95

6-PC. EXTENSION TUBE SET

for Kino Exakta, Exa. This set contains two precision-fitted brass adapters and four tubes, 5mm, 15mm, 30mm and 45mm, providing the greatest possible range of closeup work from a 3.4 reduction to a 2.2 magnification ratio. *Shipping Charge 35c.* 6 pc. set but with one FOCUSING TUBE from 40mm to 85mm, alone a $10 value. Complete set $11.50. $7.95

"About Filters, Closeups and Minus Lenses" is a booklet crammed with valuable info. Send 25c, or free on request with orders of $3.00 or more.

FREE with orders over $3.00, or send 25c for CLOSE-UP DICTIONARY—contains all needed tables, too.

MINUS LENSES for TELEPHOTO EFFECTS

If you have a camera using, or capable of using a bellows or extension tube set, you will want to invest in Minus Lenses for the thrill of taking telephoto shots without buying a regular telephoto lens, or extreme telephoto shots, in conjunction with your telephoto lens; for example, a single Minus 4 lens makes your 135mm telephoto into a 270mm telephoto—varied combinations will produce a variety of effects. Minus Lenses improve the perspective in portraits, too, by lengthening the effective focus length. Minus Lenses are mounted in Metal Rings and are sold in sets of three (of your selection) or four. Available in Minus 1, 2, 3, and 4. *Shipping Charge 10c.*

Thousands of Exakta, Praktica, Contax S and Leica, Canon owners with reflex housings find Minus Lenses most useful accessories.

	PER 3	PER 4
SER. V	$3.00	$4.70
SER. VI	$4.35	$5.65
SER. VII	$6.00	$7.80

PROXISCOPE SR.

WITH ELEVATING ACTION $4.95

An absolute must for any kind of closeup and copy work. Doubles up as perfect elevating attachment, with both tripod and camera fittings for horizontal as well as vertical fastening of camera.

- A deluxe version of the most useful camera accessory for every practical photographer.
- Permits minute adjustments in a 4½" range on its geared track, with a positive lock at any desired point.

Shpg. Chg. 35c

SPIRATONE VALUES FOR YOUR ARGUS C3

FILTERS and CLOSEUP LENSES

SCREW-IN, CUSTOM-FITTED FOR ARGUS C3, PERMIT CLOSING OF CASE WITHOUT REMOVAL

Available in Red, Green, Yellow, 85C, 80B, Skylight 82A, Closeup +1, +2, +3.

EA. $1.49 3 in elegant storage case $4.29

Screw-in hood $1.49 *Shipping Charge 10c*

All colors are available in Series V, to fit Series V screw-in adapter for Argus C3 — adapter costs $1.49, Series V filters: each $1.39 (specify color) Polarizing $1.94 Diffuser $1.94

ACCESSORY CLIP $1.00

easily installed on all older model Argus C3 cameras

POCKET FAN-FLASH for C3 $3.99

B.C. Model $4.99

DELAYED ACTION TIMER For C3

screws into cable release socket $1.98 *Shpg. Ch 10c.*

Model with slow speeds (time exposures to 10 seconds) $2.99

135mm F:4.5 TELEPHOTO

couples to rangefinder, with viewfinder mask, hard-coated, color-corrected, depth-of-field scale. For C3 $29.95 Reg. 49.95

COILED 5 FT. FLASHCORD

For C3 for off-the-camera and bounce flash, fits through case. $1.98 *Shpg. Chge. 10c*

40" CABLE RELEASE for C3, special 89c

SCREW-IN LENSCAP 39c

NEW CATALOG 'C7'. Order yours today. Only 5c per copy—10c back on first purchase! Contains a wealth of interesting accessories at fabulously low prices!

Airequipt 36 slide MAGAZINES with storage box and cover

2 for $3.18 12 for $18.95 *Sh. Wts. 2 & 6 lbs*

12 magazines and Remote Control ... $33.90* Remote Control (when bought alone)... $19.95*

Shipping Weight 3 lbs. *Argus Model $5.00 extra

12 AIREQUIPT MAG., in luxurious metal case—alone a $7.95 value. *Sh. Wt. 10 lbs.* $21.89

SLIDE TRAYS for TDC, VIEWLEX

LOWEST PRICES EVER! 30¢ ea. in lots of 12

Changematic, Projectomatic, Powermatic

Extra strong plastic trays, hold 30 cardboard and glass slides, intermixed, with index. *Shpg. Wts. 3, 7, 22, 50 lbs.*

4 for	12 for	48 for	120 for
$1.95	$4.98	$17.95	$36.00

12 Trays in metal deluxe case, a $13 value ...$7.95 *Shpg. Wt 8 lbs*

TDC Remote Control with 12 trays $33.95

SLIDE TRAYS for REVERE 553, 555, 888

Sturdy trays, hold 36 cardboard and glass slides, intermixed, with index, in cardboard filing box. 2 for $1.69 12 in carrying case. $9.95

12 in deluxe storage case, $14.40 *Shpg. Wts. 2 lbs and 6 lbs.*

REVERE 888 SPECIAL: Remote Control 15 ft. Release plus 12 slide trays in Carry Case.....$13.40; in deluxe storage case.....$17.80.

Deluxe Storage Case for Revere Trays, leatherette-covered. Reg. $8.95 ..... $5.95

Spiratone is Proud to Offer the Widest Selection of

FAN TYPE POCKET FLASH GUNS

All have collapsible fan-type reflectors, making for extreme compactness, without any loss of reflector efficiency! Every model accepts standard bayonet base (No. 5, SM, etc.) bulbs, comes with flashcord for German or ASA bayonet shutters!

'Economy' Model, uses penlite batteries, with ejector $2.99*

'Standard BC' Model, similar to Economy, but with popular BC Condensor $3.99*

'Deluxe BC' Model, has larger reflector than standard, and bulb-battery tester built-in.... $4.99*

'Super Deluxe BC' Model, has all the features of Deluxe, topgrain leather case, interchangeable cords $5.99*

For use of guns on Exakta, Praktica, Leica M3, Argus C3, C4, Realist—add $1.00. Standard flashbracket, fits any gun—$1.00; deluxe adjustable bracket $1.75; BC battery for BC models, lasts year $1.00.

*4 FT. COILED CORD, wonderful for off-the-camera bounce flash —only 88c extra.

Shipping Charge 35c — Name camera when ordering!

8 SEC. POCKET ELEVATING STYLE TRIPOD

$6.66

True 10" brass pocket tripods which fit into pocket or gadget bag—yet with the valuable ELEVATING feature, formerly available only in bulky, high-priced tripods! Positive lock, elegantly ribbed top sections. All that for less than you'd pay for a regular pocket tripod!

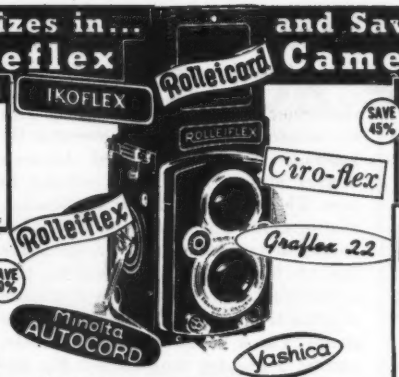
Model CP-8, extends to 46" (53" with pole), for 35mm cameras $6.66

FREE with CP-8 — Famous-make single lock pan and tilttop, worth $2.25. *Shipping Charge 50c*

Luxurious Leather case $1.79 extra.

SPIRATONE, INC., 135-06 NORTHERN BLVD., FLUSHING 54, N.Y.

Spiratone Specializes in... Twinlens Reflex and Saves You Plenty on Camera Accessories



Name your camera when ordering — many other accessories in this advertisement (cable releases, gadget bags, tripods, etc.) also well suited for your Twinlens. If in doubt, write us!

SAVE 60%

FIELD LENS $2.00

A SENSATIONAL SPIRATONE EXCLUSIVE WORTH 2½ TIMES AS MUCH

A flat thin Fresnel ring plate which fits over groundglass in your reflex camera, greatly increasing brilliance of viewing image, making the often almost invisibly dark corner image ten times brighter! No installation—just drop fieldlens onto groundglass. Postpaid.

Deluxe field lens with clear centerspot for easy focusing $2.49.

For Rollei, Graflex '22', Ciroflex, Ricoh, Minolta, all others.

35MM ADAPTER FOR ALL TWINLENS REFLEX CAMERAS

SAVE 40%

Without installation, the Junior Minidapter enables you to use 35mm film in your 120 Rolleiflex, Rolleicord; Ciroflex, Graflex 22, Minolta, etc. —yet, you can change back to your regular size any time you wish. Minidapter comes complete with groundglass mask, cartridge adapters, counter, ready for use. *Shpg. Chge. 15c* **$3.95**

SR. MINIDAPTER has additional finder (for vertical and horizontal shots), special bracket for finder and counter. REG. $8.95 ..... **$5.95**

PARALLAX-ADJUSTER FOR ALL TWINLENS REFLEX CAMERAS

Shp. Chg. 20c **$1.98** Compensates for difference between viewed and exposed images — works even with extreme closeup lenses!

PARALLAX CORRECTING CLOSE-UP SETS $2.95 EA.

BOTH for $5.79

Perfect portraits and close-ups every time — sets fit cameras without any adapters, are guaranteed to equal $20.00 sets in performance. #1 set focuses from 38" to 20", #2 set from 20" to 13". Low $2.95 price includes 2 close-up lenses, prism. Leather case, single 30c, double 60c. *Shipping Charge 10c*

BAYONET MOUNT for Rolleiflex (f:3.5) Rolleicord Minolta Autocord Yashica C, LM

SLIPON MOUNT for Ciroflex, Yashica A Graflex 22

2¼ SQ. FOLDING VIEWER

Oversize magnifier, extra bright viewing screen. Wonderful for 2¼ x 2¼, 35mm, superslides, holds all mounts, folds for pocket carrying. **$2.95** ppd.

5 FT. COILED FLASHCORD $2.35 PPD.

SAVE 40%

For New ROLLEI with lock, Minolta, Graflex 22, Yashica

Name your gun when ordering.

MAGNIFYING HOOD $2.95 PPD

SAVE 45%

FOR ALL TWIN LENS REFLEX CAMERAS

Twin magnifier makes possible accurate focusing and composing of entire groundglass image with BOTH EYES and at comfortable distance, while protecting groundglass from glare. Saves eyestrain, helps accuracy, dim light focusing. Instantly removable and collapsible. For Rolleis, Graflex 22, all others

COMBINATION OFFER: Magnifying Hood plus deluxe Fieldlens $4.50

300 WATT — BLOWER COOLED 2¼ SQ. PROJECTOR

$39.95 BRAND NEW

5" f:3.5 lens system, smooth slide carrier accepts all mounts—needle sharp projection to virtually any size—quickly adapts to 35mm, and superslides—fingertip elevator.

300 wt. blower-cooled 2¼ sq. projector with **AUTOMATIC CARRIER $59.95**

2¼ SQ. PROJECTOR PLUS 50x50 SCREEN—BOTH FOR ONLY $49.95

2¼ SQ. GLASS BINDERS AS LOW AS 5¢ Ea. in quantities

SAVE 55%

At last—an economical type-on mount with 2¾ x 2¾ outside dimensions to fit standard viewers, projectors. Each binder comes complete with two glasses. *Sh. Wts. 4, 7, 12 & 36 lbs.*

50 for $3.85—100 for $6.95—400 for $24.00—1200 for $80.00

Sample Package of 12 — $1.25 *postpaid*

For All Twinlens Reflex Cameras

SUPER SLIDE KIT $2.99

New universal kit requires no installation, enables you to get 2 x 2" color transparencies, which fit any 35mm projector, viewer! Superslides include 85% more area, make brighter, clearer screen images. Kit contains dropin mask, mounting equipment, 25 mounts.

Shipping Charge 15c

Extra Superslide Mounts, 125 for $2.50

Spiratone Specializes in...and Saves You Plenty on Leica, Canon Camera Accessories

ACCURA REFLEX HOUSING for LEICA, CANON $39.95

Shpg. Chg. $1.00 **READY TO USE—WITH DUAL RELEASE SYSTEM** *exc. M3

Never before could so small an investment change your Leica, Canon into a single lens reflex camera, ideal for parallax-free closeup, telephoto, medical and scientific work! Focus with formerly impossible fraction-of-inch accuracy through adjustable magnifier on bright, curved groundglass, press release: mirror jumps up, exposure is made of exact image you saw! Use with extension tubes or bellows for closeups, with special 135mm tele lens for complete closeup to infinity range.

SAVE MORE STILL BY BUYING COMBINATIONS

REFLEX HOUSING
- *Folding Bellowscope** 49.95
- +Folding Bellowscope** and special Ctd. 135mm f:4.5 telephoto with 185mm lens converter 77.90

**Duo-Track Model $5.00 extra.

FREE with any combination offer above: New Eyelevel Mirror device, a $14.00 value.

REFLEX TELEPHOTO CLOSEUP OUTFIT FOR LEICA M3

$79.95 Outfit consists of German Reflex Housing, Double Cable Release, Folding Bellowscope, 135mm f:4.5 coated clickstop, 12"-to-infinity range lens. *Shipping Charge $1.00*

Pocket-Style, Dual Purpose POLE-TRIPOD $7.95

The ultimate in versatility — center pole rises almost 10", making total height a tall 54" — yet tripod telescopes to 13" pocket size—5 sturdy metal sections, top ribbed for elegance—rubbed tips prevent slippage —positive lock for elevating pole in any desired position.

Switch camera platform to bottom of pole and you have a perfect copying stand, titler and closeup tripod—for tabletops, flowers, copying!

If you don't have a tripod, this is it! If you own a heavy tripod—here is the ideal portable one, without loss of versatility!

FREE with Pole Tripod: Deluxe Panhead, selling everywhere for $3.00 *Ship. Wt 4 lbs.*

1957 MODEL ALL-METAL RANGEFINDER $2.95

Shpg. Chg. 10c. Employs super-imposed image system for rapid, accurate focusing from 2 feet to infinity! All-metal construction, leather covering, modern styling. In feet and meters. **FREE: PLASTIC STORAGE CASE**

While They Last — Brand New!

135MM f:3.8 TELE for LEICA, CANON $39.95

Coated & color corrected

Guaranteed the sharpest lens you can buy—regardless of price! Rangefinder- coupled, elegant lightweight mount, depth of field scale—at an unbelievable saving!

For Leica M3, add $5.00 *Shipping Charge 75c*

Deluxe Leather Case $3.00 Matching 135mm Finder $4.95

35MM f:3.5 WIDEANGLE $39.95

Rangefinder-coupled

A superb performer, highly corrected to yield sharpest negatives and transparencies even at maximum opening. Coated, color-corrected, with clickstops to f:22. For Leica M3, add $5.00. Deluxe Leather Case $2.00. *Shpg. Chge. 60c*

LEICA-CANON COMBI-OFFER:

SAVE 66%

135mm f:3.8 Telephoto and 35mm f:3.5 Wideangle and Universal Closeup Finder (parallax corrects also to 10"), a $150 outfit ..... **$89.95** For M3 $99.95

SYNCH YOUR OLD LEICA, CANON FOR FLASH OR STROBE $3.49 PPD.

No installation—just one quick adjustment over release button and you are all set for flash shots at speeds to 1/30th. Tripper accepts standard flashcord—or buy from us with flashgun to fit accessory clip.

Famous GEISS KONTAKT, synchronizes Leica IIIA, IIIC, cameras even at high speeds, was $19.95 **$8.95**

Imported Economy Gun w. tripper $6.49; w. Geiss **$9.75**

Fan-type BC Pocket Flash w. tripper $8.39; w. Geiss **$11.79**

Shipping Wt Chge. 35c

BC Batt. $1.00

2 x 2 GLASS SLIDEBINDERS

- **Comparable to 6c slidebinders.**
- **One of the finest methods of mounting transparencies (35mm Argus, Leica size) betw. glass!**

The biggest bargain in quality slidebinders ever offered. Fregumented Fibreboard, self-centering of slide, provision for type-on titles, dustproof, limtfree, shockproof —all these advantages are yours for less than the usual cost of glass alone! Why risk fingerprints and scratches on your irreplaceable color shots? **200 for $5.75.**

Shipping Weight 5 lbs.

Sample package of 20 2x2 glass and 3 2x2 metal binders, postpaid..... $1.25

200 singleframe (Mercury) Masks $1.75 } Masks fit glass
200 Square (Robot, Tenax) Masks $1.75 } & metal binders

2x2" cardboard mounts for single frame (Mercury size) transparencies **50 for 95c.** *Sh. Wt. per 100, 1 lb.*

2½¢ ea. in Quantities

800 for $20.95

2400 for $60.00

2x2" CARDBOARD MOUNTS

Sturdy cardboard mounts, ready to use without special equipment, for standard size (Lecia, Argus) 35mm transparencies. Fit all projectors and slidechangers. *Sh. Wt. 3 . 6 lbs.*

Trial Package of 100 $1.50 ppd.; 500 for $6.29; 1,000 for $10.

1¢ EA. in lots of 100

Metal Screw-in LENSCAPS

for Leica (NOT M3), Canon, Rear and Body, each $1.00

Frontcaps $2.00

Focusing GROUNDGLASS for LEICA, CANON

$4.95 Permits checking of lenses, composing, focusing for closeups.

COMB. OFFER: Focusing Groundglass + Focusing Extension Tube for Leica, a $15. value **$10.50**

Ground Glass & Folding Bellowscope **$17.50**

Focusing Tube, calibrated to show correct subject-to-lens distance for small objects..... **$5.95**

Deluxe BC FANFLASH

$6.99 Fits accessory-clip of Leica 1F, 3F, M3, Canon—has tester, ejector, luxurious cowhide case, collapsible reflector. Complete with cord and proper fitting.

Deluxe Metal CASETTE

SAVE 40%

2 for $4.15 ppd. 5 for $10.00 for all Leica models incl. M3

LEICA M-3 ADAPTERS

SAVE 50%

for 35mm, 50mm, 90mm, 135mm Leica-Canon Lenses **5.00 each**

UNIVERSAL ZOOM FINDER 28mm to 135mm $17.95

SAVE 40%

LATEST 1957 MODEL

For Leica, Contax, Argus, instantly shows correct lens to use! Parallax-corrected. *Shpg. Chge. 35c*

FREE Leather Case with Zoom Finder

Why, but why, didn't someone think of this before!

2x2 METAL BINDERS Priced From 4¢ EA. in Quantities

- FIT OVER CARDBOARD MOUNTS
- FIT ALL AUTOMATIC CHANGERS
- ARE FASTEST TO MOUNT
- KEEP SLIDES IN FOCUS
- COST LESS THAN OTHER BINDERS

Sample lot of 20—$1.45 postpaid

36 for $2.99
100 for $5.99
500 for $27.99
1,000 for $40.00

For all currently used Kodak, Ansco cardboard mounts: no more of that messy tearing of transparencies out of cardboards; no more centering of slide in mask. *Sh. Wts. 1 lb. (36), 3 lbs. (100)*

No more need for refocusing in projector! Guaranteed to fit Airequipt, TDC, Revere—in fact all automatic changers!

Top Grain Cowhide

JUMBO PRESS BAG $15.89

16"x 11"x 6" the size bag you expected to pay $50.00 for! And made of a beautifully finished topgrain cowhide, too! No zippers—just bend cover back and everything becomes accessible. Felt-covered adjustable partition, imported hardware, long shoulder strap, attached to strap around bag for easy carrying of tripod. *Shpg. Wt. 6 lbs.*

ECONOMY SIZE. 11" x 9" x 6" same construction as above.....**10.49**

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated — overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s. Items marked 'Free', 'Premium' or 'Bonus' MUST be requested at time of purchase. Foreign orders welcome — allow for extra handling charges.

© SPIRATONE INC. 1956

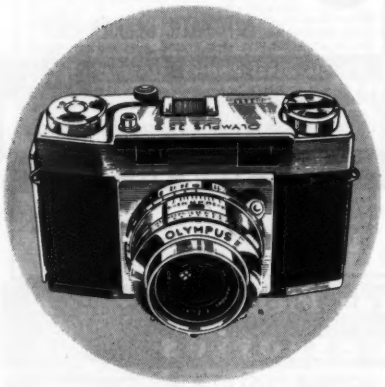
When ordering accessories, be sure to name your camera, lens, shutter!

SPIRATONE INC.

49 WEST 27th ST., NEW YORK 1, N. Y.

SEND MAIL ORDERS TO:
135-06 NORTHERN BLVD., DEPT. M7 FLUSHING 54, N. Y.

what tremendous advances **OLYMPUS** *has made!*



$160 worth of camera for only

69.95

Olympus has a 5 element E Zuiko f/2.8, fully coated and corrected lens. Gives perfect resolution, needle-sharp definition.

Rapid sequence lever cocks shutter, shows red dot, counts exposure. Get 36 exp. in 30 seconds. No accidental double exposures. No missed shots. You can forget . . . the automatic Olympus remembers.

Shutter speeds: B, 1 to 1/500 second. All scale settings visible from top. Get every shot, even the fastest action, without fumbling.

Single window range finder/viewfinder gives accurate focus and perfect composition at the same time.

Special-effects button allows multiple exposures on same negative. Unique window tells speed of film in use. No mistaking color for black and white.

At only 69.95 Olympus is obviously the best buy—the best value. Only Olympus has so many fine features at such a low price.

OLYMPUS TOKYO

Write Brockway for a brochure.

BROCKWAY
CAMERA CORPORATION
1114 First Avenue, New York City 21, N. Y.
Canadian Distributor:
W. Carsen & Co., 88 Tycos Drive, Toronto, Can.

EXPOSURE FOR ACTION

(Continued from page 98)

viewfinder move the camera along with it—keeping the action in the center. By panning, the relative speed, between camera and car, has been reduced to zero. The background will be blurred, of course, but this serves to intensify the feeling of speed. Panning is a technique that has to be practiced. Unless the pan is smoothly executed, with a minimum of vertical movement, the result will be jumpy. Use a tripod wherever possible, and try a few dry runs without film before shooting live footage.

Professionals can use a variable shutter to make shooting action easier. Using the variable shutter control, the speed of the shutter can be increased considerably from the normal for any frames per second setting.

Most cameras do not have a variable shutter. However, if you have a choice of frames per second speeds, 8, 16, 24, 32, 48, or 64 frames, the effective shutter speed can be changed by increasing fps.

Normally, when filming at 16 fps, your camera shutter works at about 1/30 sec. At 24 frames per second the speed is about 1/50 sec. At 64 fps shutter speed on most cameras is around 1/150 sec.

The second racing car shot, on *page 99*, is a good example of where a moderate increase in frames per second can help to get sharper screen images. The car is traveling at a fairly high speed coming around a turn. At one point the angle between the camera and the car will be almost, but not quite, 90°. Shooting at 16 frames would probably result in bad footage. So you increase your frame speed to 24 or even 32 fps. But this also involves a diaphragm change. Consult your manual for the exact shutter speed of your camera at all fps speeds. If the information is unavailable, there's a rule of thumb you can employ. For every eight frames above normal shooting speed open up the lens half a stop. Thus, if you would normally shoot at f/8 at 16 fps, at 24 fps, the lens setting would be between f/8 and f/5.6.

With the increased shutter speed, the image will be considerably sharper. In addition, the increased fps rate means longer screen time. Instead of a car flashing by before the audience can acclimate itself to what's happening, the action is slowed up sufficiently to present a recognizable image.

Let's carry that last idea a bit further. There are moments of fast action that contain a wealth of detail. Using the normal fps can result in acceptable pictures if taken from the correct camera position and providing there is a lack of really lightning fast movement. The scene will probably be a little flat—lacking a delineation of the intrinsic beauty of what you saw but the camera did not. *The detail of motion is missing.* If you have either 48 or 64 fps range on your camera, you can shoot true slow motion that literally analyzes each motion, as in the photo, *top, page 99*. Every detail of the hurdler's leap is slowed down. The working of each muscle, the rhythm of his legs, arms, and body, and the expression of his face, is shown.

The instances where a faster fps speed is applicable are usually apparent. The situation dictates the choice. Yet, there are times when the movie maker himself can change the feeling of a scene by choice of frame speed. The shot, *center, page 99*, is one example. The footage is shot from quite a distance, thus, a slow fps will probably result in fairly sharp images. However, increasing the fps slows down the acrobats, adding a feeling of exquisite movement and rhythm to the performance, as in the shot of the hurdler. What would merely be an interesting scene develops into an entrancing one.

There's one speed we haven't covered yet—8 fps, or half the normal silent speed. It can be used for action, too. The shot on *page 98*, of the man feeding pigeons is one instance. Slowing down to 8 frames makes everything move much faster when the film is projected. In this case the effect is comic. However, the 8 frame speed can be used where action is entirely too slow and can't be physically speeded up. You may, for example, want to make a river run faster, or a bowling ball move at a tremendous speed.

The choice of frame speeds on your camera can help you get sharper images, create a mood, or get an impossible shot. Learn to use them.—ARTHUR KRAMER

HOW TO DO IT

Sometimes it takes a little fussing to open a gadget bag since the metal grip which zips open the bag is often

quite small. To correct this, visit your local stationer and ask for a loose-leaf ring (they come in various sizes). Next open the ring and slip it through the small hole in the metal grip on the gadget bag. Snap it shut. Then all you need do is slip your finger into the loose-leaf ring and pull along the zipper to open.—*Chris Lecakes*

selections for

JULY

MODERN PHOTOGRAPHY'S BOOK STORE

recommends the following books. If you want a title that is not shown, query us. Try your camera store. If not available there, order from us.

115

1957 German Photographic Annual $7.50
The very best in German photography in an exquisite volume, with English translations. Linen bound, with cellophane covering. In the truest sense of a photographic annual, this superb gift item has both visual impact and thought provoking articles.

114A **How To Shoot Weddings,**
by Michael K. Arin

A highly successful specialist in this lucrative branch of photography tells you exactly how it is done. Step by step instructions and up to date methods. A complete book of successful practice in wedding photography. **$3.95**

205 **Perfect Color Transparencies**
A 48 page guide on how to get best results with the new films. **$1.50**

103

Model Art
A collection of fine figure studies by Leaf, Samerjan, Bernard, etc., carefully selected to illustrate the many techniques employed. **$1.50**

66 **Contaflex Guide,** *by W. D. Emanuel* **$1.75**

52 **Contaflex Way,**
by H. Freytag.

Brand new, exhaustive treatment in the usual Focal Press manner, by the famous author of Contax Way. All owners of this popular camera will get more from it with this book. **$4.50**

268

Color Prints
by J. H. Coote
Color printing is now within the scope and facilities of many amateurs. This book clearly shows how anybody can make the best color prints by whatever suits him best. A Focal book. **$4.95**

167 **Where and How to Sell Your Pictures**
A workaday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs. New 3rd edition *By A. W. Ahlers* **$1.95**

22 **How To Take Photographs That Editors Will Buy,**
by Ronald Spillman

Editors are prepared to pay money for photographs. Before checks can start rolling your way you must learn exactly what sort are required, and how you can produce them. This is a Focal book of know-how with many tricks of the trade previously undisclosed. 244 pages, 47 photos, 51 diagrams. **$3.95**

79

35MM Photo Technique,
by H. S. Newcombe
One of the world's leading authorities on photography with the miniature camera has produced this classic on the subject. Over 80,000 sold! **$3.95**

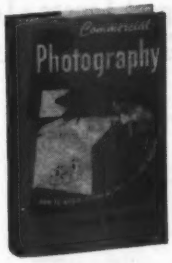
737 **How To Make 8mm Movies,**
by N. Bau **New Edition $1.95**

61 **How To Do Home Movie Tricks,**
by J. Caunter **$1.75**

27 **Photojournalism—Pictures For Magazines and Newspapers,**
by Arthur Rothstein.
Over 200 unusual, famous, and behind the scenes shots. 7x10. With complete text by "Look's" leading photographer. **$5.95**

161 **35mm Color Magic**
by Walther Benser

A famous European photographer writes a fascinating and informal volume on color work with the Leica. A best seller in Europe, the book has been revised to include experiences gained from a successful U.S.A. lecture tour. 200 pages, 40 color plates. **$6.90**

577 

Commercial Photography
by Kenneth McCombs
Improve the efficiency of your business operations and attain greater technical skill in all branches, from portraiture to press. 363 pages. **$5.00**

217 **The Retina Way** *by O. R. Croy*
Sixth edition of a long time favorite, revised to contain new Retina cameras. **$4.50**

711 **Artificial Light,**
by Ansel Adams

Latest, book 5 in the famous Adams' basic photo series. Pre-proven plan on how to achieve most expressive results with light. **$3.75**

62

Form And Figure
A collection of outstanding studies of the nude by Peter Basch. Size 9x12. 112 pages. Beautiful reproductions. Technical notes and comments by the photographer. Individual chapters on action, lighting, props, outdoor figure photography, etc. **$5.95**

642 **Fritz Henle's Guide To Rollei Photography**—*by Fritz Henle (with George B. Wright)*
A comprehensive guide to all phases of twin-lens photography, indoors and out, with additional chapters on action, portraits, color, photojournalism and industrial coverage. Latest film and development information. Over 250 illustrations, including 8 pages in color. 7½x10, 216 pages. **$6.75**

247 **Art International.** A collection of the finest work in nude photography, by Adriaan, Berko, Brassai, Henle, Masclet, Nakamura, Weston, and others. Exquisitely printed in France on a large format of 10x11¼" with introduction by Otto Steinert. English translations. Limited edition. **$15.00**

100 **Pictures In A Minute,**
by J. Wolbarst
A complete guide on the operation of the Polaroid Land camera, with illustrations by many famous photographers **$1.95** (cloth) **$3.95.**

327 **Minox Guide,** *by W. D. Emanuel* **$1.75**

IMPORTANT NEW ARRIVALS

391 **Handbook of Miniature Photography,** *by H. G. Russell*
Written in simple, everyday language, this book deals completely with 35mm and 2¼ in. negatives. Color portraiture, composition, still life, etc., by an experienced British photographer. **$4.95**

142 **Retina Guide,**
by Rothschild and Emanuel **$1.95**

140 **Leica Guide,**
by Rothschild and Emanuel **$1.95**

33 **Contina Guide,**
by W. D. Emanuel **$1.75**

392 **Praktina Praktica-Shirt Pocket Working Manual,**
by K. Tydings **$2.95**

225 **Rollei Manual,** *by A. Pearlman*
New, 3rd edition $8.95

307 **Retina Manual,**
by E. S. Bombach **$8.95**

6 **Child Photography Made Easy,**
by Josef Schneider.
A brand new book for parents by the international famous child photographer. Over 100 illustrations, many in color. **$3.95**

339 **Guide To Perfect Exposure,**
by George and Cora Wright **$1.95**

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

Modern PHOTOGRAPHY Book Store
33 West 60th, New York 23, N. Y. **Amount Encl. $ _____**
In Canada: Visual Equipment Co., 146 Bates Rd., Montreal 8, Quebec (add 10% for Canadian shipments).

Please send me postpaid the books whose numbers I have circled.
I enclose ☐ Money Order ☐ Check ☐ Send C.O.D. ($1.00 deposit required. Postage extra. Minimum C.O.D. order $5.00.)

115, 114A, 205, 103, 66, 52, 268, 167, 22, 79, 737, 61, 27, 161, 577, 217, 711, 62, 642, 247, 100, 327, 391, 142, 140, 33, 392, 225, 307, 6, 339

Name _____

Address _____

City _____ **State** _____

7-57 **ALL ORDERS ARE SHIPPED POSTPAID. Add 3% sales tax with orders for N. Y. City delivery; add 10% per title for delivery outside U.S.A., except APO's. Allow approximately two weeks for delivery. SATISFACTION GUARANTEED! If not satisfied return books within 5 days and money will be refunded.**

BIGGEST DISCOUNTS!

Grand Central Camera is just loaded with the latest photo equipment from all over the world—and our policy is to sell to you at the lowest prices possible! At the International Photo Exposition we made special purchases of marvelous new cameras, lenses, accessories of all kinds—and this merchandise is now in stock and going fast—at discount prices! Write for anything you want even if it isn't listed in our ad.

1957 PENTACON F

149.50

Penta Prism focusing, built-in fully autom. diaphragm. Interchangeable fully autom. lenses. Built-in synchr. for strobe-flash. With 58 min. Autom. f2 Biotar.

1957 Pentacon FB—As above but has built-in Exposure Meter—direct reading, type, extra sensitive, simplicity system. 199.50

ROLLEIFLEX 149.50

Like new Automatic Rolleiflex 2.8c Syncro-compour MX shutter, speeds 1 to 1/500 sec., latest, fastest f2.8 lens.

All new Rolleiflex cameras and accessories in stock for immediate delivery. Special prices upon request.

LEICA M3 149.50

With 50mm Summicron f2 lens and your Leica IIIf with Summicron f2 in trade.

We have a complete stock of lenses and accessories for the Leica at value prices. Be sure to call Grand Central first!

ZUNOW 50mm f 1.1 189.50

and your 50mm f1.4, f1.5, f1.9, f2 in trade. For Leica, Nikon, Canon, etc. World's finest, fastest lens!

CONTAFLEX 89.50

Single-lens reflex eye-level prism with Zeiss Tessar f2.8 lens, synchronized, used.

Contaflex II (used) 109.50

Telephoto and Wide Angle lenses, close-up lenses and attachments available. Money-saving price list free upon request.

PRAKTICA FX 79.50

Brand new. F2.8 pre-set Tessar, click stops, focal plane sync shutter

TRADE! TRADE!

Nobody—no other camera store—is prepared to give you more for your old camera than Grand Central Camera. We mean it! The merchandise below is offered with your present camera as trade-in subject to inspection. All cameras listed are brand new, latest models.

KONICA III f2	$59.50
AIRES III	49.50
CONTAFLEX III	99.50
CONTAFLEX IV	109.50
AUTOMATIC ROLLEIFLEX f3.5	89.50
KEYSTONE K-28 f1.9	39.00
BELL & HOWELL 200 EE	99.50
YASHICAMAT f3.5	35.00
ARGUS C-3	29.50
REVERE 888	74.50
POLAROID 95	34.00
KALLOFLEX	79.50
RETINA IIIC	74.50
PRAKTINA f2	179.50

World's finest equipment at the lowest prices!

35mm CAMERAS	NEW	USED
Aires III LVS	$ 79.50	$ 47.50
Argus C-4	89.50	39.50
Contax III f2		84.50
Contax III f1.5		89.50
Graphic f3.5	89.75	39.50
Ansco Memar	32.00	24.95
Kodak Signet Outfit	53.50	36.50
Retina IIA f2		79.50
Retina IIC f2.8 MX	99.50	69.50
Retina IIIC f2 Exp. Meter	114.50	89.50
Konica II	89.75	55.95
Konica III f2	119.50	57.50
Leica IIIA f2		69.50
Leica IIIC f2		89.50
Leica M-3 f2	329.00	269.50
Leica M-3 f1.5	468.00	275.00
Leica M-3 f1.1	488.00	327.50
Minolta A f3.5	49.95	25.00
Minox III f3.5 ctd.	119.00	60.95
Minox IIIS f3.5 synch.	139.50	72.95
Ricoh 35 case & flash	49.50	32.00
Robot Royal 36	329.95	199.50
Voigtlander Prominent f2	160.00	97.50
Voigtlander Prominent f1.5	179.00	114.95
Voigtlander Vitessa "L" f2	159.50	99.50
Voigtlander Vitessa "L" f2.8	139.50	81.50
Voigtlander Vito B f3.5	45.50	29.50
Voigtlander Vito IIA f3.5	54.50	37.50
Bolsey B-2		19.95
Bolsey C		29.95
Retina I f3.5		22.50
Kodak 35 RF f3.5		19.95
Kodak Bantam Special f2		49.75
Kodak Bantam RF	25.90	19.95
Kodak Pony 828	31.50	10.95
Kodak Pony 135	33.75	10.95
Agfa Karomat f2	99.50	59.50
Nikon S-1 Body Only		69.50
Nikon S-1 f2		119.50
Robot 2 f1.9 or f2		49.50
Super Baldina f2.8	69.50	39.50

	NEW	USED
Argus C-44 f2.8	117.00	69.50
Grand 35 w/RF f3.5	28.75	
Canon L1 f1.8	315.00	
Leotax f2	199.50	

SLIDE PROJECTORS		
Argus 300	37.50	22.50
Argus 300 Automatic, Case	59.50	37.50
Brumberger 2¼ x 2¼ Auto.	74.95	
LaBelle 300	59.95	34.95
LaBelle 55	99.95	54.95
Revere 553	79.50	49.50
Revere 555	89.50	56.50
Revere 888	144.50	75.95
Revere 888D	159.50	97.50
TDC Headliner 35	22.00	24.95
TDC Headliner 303	45.00	32.95
TDC Deluxe D with case	59.50	44.95
TDC Streamliner 500 with case	72.00	49.00
TDC Duo 300	54.00	29.50
TDC Robomatic	108.00	89.50
Viewlex Project-O-Matic	69.95	42.50
Graflex Constellation	67.75	

REFLEX & ROLLFILM CAMERAS		
Exakta 66 f2.8	219.50	174.95
Crown Graphic 4x5"-Outfit f4.7	225.50	199.50
Kalloflex Automatic	119.50	69.50
Kodak Medalist Ektar f3.5		49.95
Kodak Medalist II Ektar f3.5		99.50
Minolta Autocord f3.5	99.50	55.75
Minolta Autocord L	124.50	70.50
Plaubel IIIS	299.50	159.00
Polaroid Highlander	69.95	32.00
Polaroid Speedliner 95	89.85	42.50
Polaroid Pathfinder 110	249.50	129.50
Ricohflex f3.5 ctd.	29.99	17.95
Rollecord IV		59.95
Rollecord V Xenar f3.5 ctd.	113.95	69.50
Rolleiflex Auto. f3.5 Tessar	187.05	99.50
Rolleiflex Auto. f3.5 Xenar	173.00	89.50
Rolleiflex 2.8D	247.80	149.50

Rangefinder 35's + Finest Lenses + Lowest Prices = Best Deals!

		Camera Box Without Lens	Summicron 50mm f2	Summarit 50mm f1.5	Zunow 50mm f1.1	Canon 50mm f1.8	Nikkor 50mm f1.4	Nikkor 50mm f2	Elmar 50mm f3.5
LEICA M-3	NEW	288.00	447.00	468.00	488.00	319.50	369.50	324.50	348.00
	Used	149.50	279.50	299.50	347.50	279.50	289.00	249.50	199.50
LEICA IIIF	NEW	180.00	336.00	357.00	385.00	239.00	289.50	249.00	237.00
	Used	89.50	195.00	209.50	299.40	143.40	173.70	149.40	142.20
CANON IVS	NEW	164.00	184.50	199.50	373.00	284.00	264.00	224.50	169.50
	Used	99.00	149.50	159.50	259.50	149.50	154.00	134.00	109.50
CANON V	NEW	200.00	249.50	269.00	399.50	325.00	284.00	244.50	259.50
	Used	139.50	189.50	199.50	298.40	215.00	198.40	164.70	154.50
			Sonnar 50mm f2	Sonnar 50mm f1.5					
NIKON S2	NEW	195.00	209.00	229.00	399.50	—	345.00	299.50	—
	Used	117.00	159.00	189.00	298.40	—	207.00	179.70	—
CONTAX IIA	NEW	179.00	298.00	318.00	385.00	—	269.50	234.00	—
	Used	89.50	172.50	179.50	279.40	—	153.70	132.40	—
CONTAX IIIA	NEW	209.00	328.00	348.00	418.00	—	293.00	258.00	—
	Used	116.20	199.50	199.50	298.00	—	165.40	144.40	—

For other camera and lens combinations send for our low discount prices.

35mm REFLEX CAMERAS AND LENSES PRICED LOW, LOW, LOW!

		Camera Box Without Lens	Meritar 50mm f2.9	Auto Westenar 50mm f2.8	Auto Westagon 50mm f2	Auto Tessar 50mm f2.8	Auto Biotar 58mm f2	Auto Xenon 50mm f1.9	Tessar Pre-Set 80mm f2.8	Primoplan Pre-Set 75mm f1.9
EXA	NEW	34.95	59.50	89.50	109.50	134.50	169.50	169.50	109.50	109.50
	Used	25.00	49.50	79.50	89.50	114.50	139.50	139.50	89.50	89.50
EXAKTA VX	NEW	124.95	149.50	164.50	204.50	199.50	259.50	259.50	199.50	199.50
	Used	95.00	114.50	134.50	159.50	159.50	199.50	199.50	149.50	149.50
PRAKTIFLEX	NEW	49.50	59.95	89.50	109.50	139.50	—	—	109.50	109.50
	Used	39.50	44.95	69.50	89.50	109.50	—	—	89.50	89.50
PRAKTICA FX II	NEW	74.50	84.50	104.50	144.50	179.50	—	—	134.50	134.50
	Used	54.50	74.50	84.50	124.50	139.50	—	—	119.50	119.50
PRAKTINA	NEW	129.50	—	—	—	239.50	297.50	—	—	—
	Used	99.50	—	—	—	149.50	199.50	—	—	—
PENTACON	NEW	89.50	89.50	129.50	139.50	179.50	—	—	149.50	149.50
	Used	69.50	79.50	109.50	109.50	124.50	—	—	114.50	114.50
CONSOL	NEW	89.50	99.50	119.50	139.50	179.50	—	—	149.50	149.50
	Used	69.50	79.50	99.50	119.50	129.50	—	—	114.50	114.50

STEREO SALE!

TDC STEREO Colorist II

list 99.50 **49.50**

used, excellent

Automatic exposure dial couples shutters & lens diaphrams. Single window rangefinder, precision matched f3.5 lenses.

Stereo Vivid Deluxe Projector/autom. changer $134.50
TDC Stereo Vivid Projector/manual changer $114.50
TDC Project-Or-View $118.00
TDC Stereo Table Viewer $49.95

Other stereo cameras, projectors, binding supplies and accessories are available at sale prices if you write today!

JUST PUBLISHED!

"Praktina, Praktica Working Manual"

by Kenneth S. Tydings

This book is a must for all owners of Contax D, Pentacon, Praktica and Praktina cameras complete with exposure guide, many illustrations ..... only $2.95

PENTACON 119.50

Brand new 35mm single lens reflex, Penta-prism, 58mm f2 Zeiss Biotar, pre-set.

with 50mm f2.8 ..... 89.50
with 50mm f2 lens 89.50
Pentacon with automatic Westagon f2 ..... 149.50
Pentacon with automatic Westenar f2.8 ..... 129.50
Pentacon with automatic Xenon f1.9 ..... 222.50

Free on request: Complete price list of Contax, Super D, Pentacon, Contax D, new and used, with/without lenses, lect. access.

EXA 34.50

Body only. New. 35mm single lens reflex. Interchangeable lens mount. Focal plane shutter, synch.

MONEY-BACK GUARANTEE

You are protected by a 20-Day Absolute Money-Back Guarantee! A Written Full Year Guarantee! A 5-Year Service Guarantee!

GRAND CENTRAL CAMERA • Dept. M7, 1 East 43 St. • New York 17, N.Y. • MU 2-0866

Please ship the following immediately: _____

_____

Enclosed is $_____ ☐ Down Payment ☐ Complete Payment.

I agree to pay $_____ monthly for _____ months until merchandise is paid for.

I wish to trade in: _____

☐ Give me tentative allowance by mail. ☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at our expense if you don't accept our top offer.

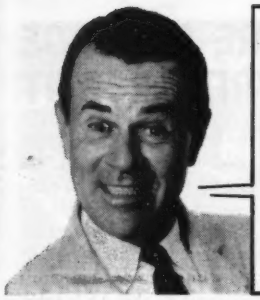
☐ Send FREE information and prices on _____

☐ Send pamphlet on Grand Central Time Payment Plan.

Name _____

Address _____

City _____ Zone _____ State _____



I'LL GIVE YOU $50.00 OR MORE

for your Single-Lens Reflex or Rangefinder camera

TOWARD A NEW PRAKTINA FX!

No cash necessary during this limited offer!

—Dick Wilson, Sales Manager of Grand Central Camera Exchange, Inc.

"I'd like to show you the easiest, fastest way to own the magnificent new 1957 Praktina FX. You can start experiencing the thrill of using the world's most prized single-lens reflex rangefinder camera this very weekend. And, you don't have to pay a penny down! The $50 or more I'll give you for your old camera more than covers the down payment.

"Before making this offer, I put the new Praktina FX through a really rugged test, handling it under all kinds of conditions. I soon found that it lives up to its billing and then some...it's without a doubt the most advanced 35mm. single-lens reflex rangefinder camera made anywhere in the world today.

"The beauty of the Praktina is that it's actually two cameras in one. You get all the advantages of through-the-lens viewing and focusing—with everything that means in the way of freedom from parallax problems and the need for extra viewfinders with wide-angle and telephoto lenses. And along with this you get a built-in rangefinder to help you focus fast, especially in poor light. I could spend all day going on about how the Praktina people put so many professional features into a camera that's so darn easy to use! You just can't beat the Praktina for all-around performance. And now all you have to do to own one for less than $20.00 per month, is to fill out the credit application coupon on this page.

"Accessories you may want to go hand-in-hand with your Praktina are a Waist-level viewfinder (add only $1.00 a month), a Flashgun with B.C. Capacitor (add only $1.00 a month), and a smart Eveready carrying case (add only $1.00 per month).

"If your sights aren't set as high as the Praktina right now, you really ought to consider the Praktica FX3. Take it from me, it's something really unusual for a camera in the popular price class: **the new Praktica now comes with internally-coupled automatic lenses!** You can focus this single-lens reflex wide open, and when you snap the shutter the diaphragm **automatically** closes down to your f-stop before the shutter opens. Most professionals agree with me that it's about the best buy dollar for dollar in the fine camera field. Write, using the coupon on this page telling me what you have to trade, and I'll give you a **real deal!**

"For the Praktica you may want to have a Prismatic Finder (for $2.00 a month), a Flashgun with B.C. Capacitor (for $1.00 a month), the Eveready carrying case (add $1.00 a month).

"The fine high-speed coated lens that I recommend for the Praktina and Praktica are:

	per month
75-mm., f/1.5 Zeiss Biotar	$18.00
90-mm., f/1.8 Angenieux	12.00

"And among the coated wide-angle lenses you should have are:

	per month
28-mm., f/3.5 Angenieux Retrofocus	$10.00
35-mm., f/2.5 Angenieux Retrofocus	8.00
40-mm., f/4.5 Zeiss Tessar	7.00
40-mm., f/3.5 Steinheil Cassaron	4.00

"There's a wide variety of excellent coated telephoto lenses to choose from:

	per month
90-mm., f/1.8 Angenieux	$12.00
135-mm., f/2.8 Steinheil Quinar, preset	12.00
200-mm., f/4.5 Steinheil Quinar, preset	12.00
180-mm., f/5.5 Meyer Tele-Megor, preset	6.00
250-mm., f/5.5 Meyer Tele-Megor, preset	6.00

"With the Praktina FX it is possible to specialize in any kind of photography—and without complicated accessories. Through-the-lens viewing and focusing makes it possible! I've selected some of the most popular for this list and believe me, they'll give you and your Praktina a whole new approach to picture taking!

"With this microscopic eyepiece you get an additional 6-power magnification! It'll give you good, sharp focus easily for microphotography. It's also excellent for macrophotography, photomicography and general photographic work. A correction adjustment lets eyeglass wearers use the camera without their glasses.

Microscopic Eyepiece $2.00 a month

"If you're really a bug for macrophotography, (you know, photographs of very small objects), you should pick up this extension tube and flange set that'll give you life-size to **more than 10-times magnification.**

Extension Tube Set $1.00 a month

"This lets you take **ten** photographs in rapid succession with a **single winding** of the motor. (You'll have to see this to believe it!) You can take your pictures as fast as you're able to press the release button. If your specialty is sequence sport shots or time and motion studies and that sort of thing, this device is just up your alley.

Rapid-Sequence Spring Motor $5.00 a month

"This Bellows Extension Unit makes focusing exceptionally easy in macrophotography (small objects again). It accommodates extension tubes and all lenses. It's sturdy as can be—double-tracked with knurled focusing knobs and a separate tripod socket. (With 105mm. f/4.5 Special Steinheil lens, $5.00 a month)

Bellows Extension Unit $2.00 a month

"Here's an accessory I find I can't do without for photographing animals, birds and insects in their natural surroundings, and other unusual, intimate, prize-winning subject matter! With this unique unit you can operate your Praktina as far as 75 feet away.

Electric Remote $12.00 a month

"You can actually take 420 shots without reloading once, with this magazine! And you can also use either of the motor accessories above at the same time! Just load it with any 35mm. bulk film. I find it's just great for recording or microfilming.

50 Foot Capacity Bulk-Film Magazine $5.00 a month

"Our offer of $50 or more as a trade-in and down payment toward the new Praktina is strictly limited. So if you're hankering for this really great camera and its accessories this is your opportunity if you act now! Just fill out the order coupon below and you'll be using the Praktina before you know it!"

Grand Central Camera

Dept. M7P, 1 E. 43 St., N. Y. 17 • MU 2-0866

Please ship the following immediately:

_____

_____

_____

I wish to trade in: _____

_____

_____

☐ Give me tentative allowance by mail.

☐ I am shipping equipment for exact allowance.

Your trade-in will be returned at our expense if you don't accept our top offer.

Enclosed is $_____ I have no trade.

☐ Send FREE information and prices on

_____

_____

_____

☐ Send pamphlet on Grand Central Time Payment Plan.

NAME _____

ADDRESS _____

CITY ZONE STATE

"If you have no trade-in, write for details of my very low down-payment deal!"

a whale of a spray

MARSHALL'S

PRE-COLOR SPRAY

Now, for the first time, you can color your own Polaroid or glossy prints. Marshall's Pre-Color Spray dulls any glossy surface, allowing you to apply Marshall's Photo-Oil Colors. With a wh-oo-sh from the easy-to-use, pressurized spray can, you instantly prepare any surface to accept Marshall's beautiful, permanent colors.

Marshall's Photo-Oil Colors make it very easy to hand color your own photographs, whether shiny or mat. No special talent is needed. The colors are transparent, enabling you to see the photo on which you are working. Marshall Photo-Oil Color Pencils are perfect for coloring small prints and fine details. The widely used book "Photo-Oil Coloring for Fun or Profit" answers all questions in complete detail.

At photo dealers everywhere, or write to

JOHN G. MARSHALL MFG. CO., INC.

MP7, 167 North 9th Street, Brooklyn 11, N. Y.

Please send me FREE Coloring Brochure

☐ 1 6-oz. can of Pre-Color Spray at $1.50

☐ 1 box of Photo-Oil Color Pencils at $4.75

☐ 1 Academy Set of Photo-Oil Colors at $5.40

☐ "Photo-Oil Coloring for Fun or Profit"—$3.50 (a book)

NAME .....

ADDRESS .....

FREE VALUABLE EXPOSURE PACKAGE: ALL YOU NEED DO IS WRITE FOR IT!

What price proper exposure? For MODERN's readers, it's absolutely free. Within the pages of this magazine, you'll find a complete course in exposure for all kinds of subjects and lighting, in color and black-and-white. In addition, you'll learn how to use each type of exposure meter and discover which meter is the proper one for your purposes and pocketbook. However, we felt that there was some additional information which you'd need—information which is best made of stronger stuff than magazine paper—information in sturdy chart and reference form. All you need to do is send in for the MODERN PHOTOGRAPHY special exposure package which has been prepared to help all photographers, professional and amateur, to get the right exposures in both black-and-white and color. Here's what you'll get:

1. *A Special General Electric Grey Card:* One of the best ways of using a reflected light exposure meter is to take a reading on a grey card. Instead of leaving your camera position to get close to the subject, use this scientifically computed card to find the proper exposure right from the camera position. Good grey cards cost up to $1 apiece at camera stores. Here's one of the best free.

2. *Latest Western Film Rating Chart:* Here's a complete rundown of all color and black-and-white films. Compare the film speeds as well as the ASA ratings. Make sure you have the right film for the picture you're going to take and that your exposure meter is set properly.

3. *New Super Anscochrome Exposure Guide:* A handy pocket-size leaflet gives you complete exposure information in chart form for this extremely high speed color film. Also contains all the information you'll need to use flash. Complete filter guide is an extra feature.

4. *Brockway Director ASA Film Chart:* A complete reference list of all films both color and black and white, plus their correct ASA film ratings, assembled in a handy pocket form.

For your own special exposure package write to: Exposure Meter Editor, MODERN PHOTOGRAPHY, 33 West 60 St., New York 23, N. Y.

SALON Calendar

***6TH SANTA BARBARA INT. SALON OF NATURE PHOTOGRAPHY, Santa Barbara, Calif.**
Closes: July 10
Exhibit: Prints—July 14-31
Slides—July 20, 24, 27
Fee: $2 for four prints
$1 for four slides
Sponsor: Channel City Camera Club and Santa Barbara Museum of Natural History
Entry Forms: Walter H. Pinkham, 1736 State St., Santa Barbara, Calif.

***10TH ILLINOIS STATE FAIR INT. EXHIBITION OF PHOTOGRAPHY, Springfield, Ill.**
Closes: July 24
Exhibit: Aug. 9-18
Fee: $1 for four prints
Sponsor: Capitol City Camera Club
Entry Forms: Evelyn M. Robbins, 2417 S. 11 St., Springfield, Ill.

***17TH NORTH AMERICAN INT. PHOTOGRAPHIC EXHIBIT, Sacramento, Calif.**
Closes: Prints—July 26
Slides—Aug. 8
Exhibit: Aug. 28-Sept. 8
Fee: $1 for four prints
$1 for four slides
Sponsor: California State Fair and Exposition, and Sierra Camera Club
Entry Forms: California State Fair and Exposition, Box 2036, Sacramento, Calif.

***2ND HELSINKI EXHIBITION OF PHOTOGRAPHIC ART, Helsinki, Finland**
Closes: Aug. 19
Exhibit: Sept. 27-Oct. 8
Fee: $1 for four prints
Sponsor: Association of Finnish Camera Clubs
Entry Forms: Frederick Hackman, Secretary, Mechelininkatu 22 A 23, Helsinki, Finland

2ND BIENNIAL INT. EXHIBITION OF MOUNTAIN ART PHOTOGRAPHY, Trento, Italy
Closes: August 20
Exhibit: Sept. 28-Oct. 10
Fee: $1 for four prints
Sponsor: Club Alpino Italiano and Societa Alpinisti Tridentini
Entry Forms: Societa' Alpinisti Tridentini, C. P. 205, Trento, Italy

***1957 INT. EXHIBITION OF PHOTOGRAPHY, St. Louis, Mo.**
Closes: Slides—Sept. 3
Prints—Sept. 10
Exhibit: Oct. 2-5
Fee: $2 for four prints
$1 for four slides
Sponsor: Photographic Society of America
Entry Forms: Mrs. Ray Palmer, Weidman Rd., Rt. 1, Box 382A, Manchester, Mo.

***INT. EXHIBITION OF COLOR PHOTOGRAPHY, Toronto, Ont., Canada**
Closes: Sept. 6
Exhibit: Sept. 20-21
Fee: $1 for four prints
$1 for four slides
Sponsor: Color Photographic Assn. of Canada, Inc.
Entry Forms: N. W. Devitt, 33 Edgehill Rd., Toronto 18, Ont., Canada

* Use standard PSA practices.

"AMERICAN" YOUR HEADQUARTERS FOR SUPER SAVINGS IN SINGLE LENS REFLEX

WE DELIVER EXACTLY WHAT WE ADVERTISE! NO SWITCHES! DOUBLE GUARANTEE: 15-DAY FREE TRIAL & MONEY BACK!

New 1957 AUTOM.

RITACON F
WITH AUTOM. F2.8 TESSAR

• Penta Prism Eye-level thru-the-lens focusing; Built-in fully autom. diaphragm lens control; Autom. Exp. counter; Interchangeable fully autom. lenses; Built-in synchr. for strobe-flash; Focal plane shutter fr. 1 sec. to 1/1000; Delayed action self-timer; ACCEPTS ALL PENTACON lenses & accessories.

Reg. $249.50____OUR PRICE ONLY **144.49**

With AUTOMATIC F2 BIOTAR (other features as above) Reg. $289.50 ONLY **164.49**

New 1957 RITACON FB

As above but w/built-in Direct Reading Exposure Meter—"Height of Perfection" (high initial sensibility, new improved simplicity system.) **ADD ONLY $22.49** to above 2 cameras.

Eveready Leather Case Reg. $15.95_____ONLY $9.95

LATEST AUTOMATIC

EXAKTA VX

with Genuine IHAGEE PENTA PRISM, with Split Image RANGEFINDER AND

• f2.8/Automatic WESTANAR _____ONLY $189.49
• f2.8/Automatic TESSAR _____ONLY 189.49
• f2 Automatic BIOTAR _____ONLY 219.49
• f1.9/Automatic QUINON _____ONLY 229.49
• f1.9/Automatic XENON _____ONLY 229.49
• Brand-New Eveready Leather Case_____ 5.89

EXAKTA VX

Latest Automatic Flash Model
AUTOMATIC EXAKTA VX

• Single Flashposts for Strobe, Regular FP bulbs, flashbulbs—newly engineered shutter, fully redesigned. Slow-Speed & Delay Mechanism—New Speed Control—Accidental Exposure Prevention even with Penta Prism in Camera_____ONLY **$49.49** (body only)

DIRECT IMPORT
Sensational Savings on Brand-New Famous Make Lenses

	List	Our Net
28mm/f3.5 Preset Ultra W.A.	$120.00	$ 74.49
35mm/f2.5 Preset Super W.A.	99.50	59.49
35mm/f3.5 W.A.	79.50	49.49
f3.5/135mm 5-elem. Telephoto	69.95	37.89

NEW! 35mm/f3.5 AUTOM. WIDE ANGLE famous Make, for Exakta only. Reg. $99.50 — OUR PRICE ONLY **$59.49**

BRAND • **LENSES** •

for Exakta, Contax D, NEW Praktica FX, Praktiflex, Consol, Pentacon, Hexacon

	List Price	Our Price
ANGENIEUX		
f3.5, 28mm Angenieux	$120.00	$ 83.99
f2.5, 35mm Angenieux	99.50	69.49
f1.8, 90mm Angenieux	149.50	104.89
f2.5, 90mm Angenieux	94.50	63.99
f2.5, 135mm Angenieux	179.50	125.59
f3.5, 135mm Angenieux	89.50	62.99
f4.5, 180mm Angenieux	96.00	65.99
ZEISS		
f2.8, 35mm Flectagon Fully Auto.	149.95	104.99
f2, 58mm Biotar, Fully auto.	165.00	106.49
f2.8, 50mm Tessar, Fully auto.	100.00	69.49
f1.5, 75mm Biotar pre-set	216.50	139.49
f4.0, 135mm Triotar pre-set	85.00	62.49
f2.8, 180mm Sonnar pre-set	395.00	209.49
KILFITT		
f3.5, 40mm Microkilar E.	89.95	62.99
f3.5, 40mm Microkilar D.	114.95	80.49
f2.8, 90mm Microkilar	269.95	189.49
f3.5, 150mm Tele-Kilar	154.50	109.49
f5.6, 180mm Tele-Kilar	184.50	129.49
STEINHEIL		
f3.5, 40mm Cassaron	54.50	38.19
f1.9, 55mm Quinon, auto.	169.50	109.49
f2.8, 85mm Culminar	65.00	45.49
f2.8, 135mm Quinar, p.s.	149.50	104.99
f2.8, 135mm Auto. Quinar	199.50	139.50
f4.5, 200mm Quinar, p.s.	149.50	104.99
SCHNEIDER		
f1.9, 50mm Xenon, Fully Automatic	169.50	108.99
f3.5, 135mm Tele-Xenar, Fully Auto.	144.50	105.49
f5.5, 200mm Tele-Xenar, pre-set	124.50	87.49

• ACCESSORIES •
For Exacta, Praktica, Pentacon, Praktina

	List	Our Price
Novoflex Ext. Bellows, single carriage	$ 34.50	$ 24.49
Novoflex Double Ext. Bellows	59.50	42.49
Novoflex Extendable Bellows, lens hood	14.25	10.49
Novoflex Slide Copy Device	22.50	15.49
Leather Case for Bellows	10.00	6.99
TXAKTA ONLY:		
Ihagee Type Ext. Tube Set	24.00	8.99
Ihagee Type 2 in 1 Adapter	10.00	5.99
Microscope Adapter with Tube	34.00	9.99
Ihagee Waist Level Finder	20.00	13.99
Ihagee Penta Prism Range Finder	85.00	37.99
Ihagee Eveready Case	12.00	8.99
Ihagee Deluxe Eveready Case	15.00	10.99
Ihagee Body Caps	1.50	.89
Ihagee Eye Piece for Penta Prism	6.00	4.99
Ihagee Range Finder Glass for P.P.	35.00	6.99
PENTACON ONLY:		
Ext. Tubes	12.95	4.99
Folding Bellows	19.95	10.99
Eye Piece	9.95	5.99
Genuine Pentacon Distance Carriage Bellows	34.50	19.99
Focusing Eye Telescope (12 times enl. of image section)	24.50	14.99
Rotatable Angle View Finder (permits viewing from any angle)	50.50	39.99
Sports Finder	19.95	11.99
Case for Pentacon	15.00	9.99
Deluxe B.C. Flashgun	15.00	9.99
PRAKTINA FX ONLY:		
Rapid-Sequence Spring Motor	69.50	52.19
Microscopic eyepiece	30.00	22.49
Extension Bellows	59.50	44.59
Extension tube set, 2 adapters	20.00	12.99
Microscope Adapter Set	29.50	14.99
Special ext. tube set for lens in reverse pos.	12.00	7.99
Waist-level reflex viewfinder	20.00	12.99
Ground glass focusing screen	3.95	2.99
Leather case for Waist-lever or P.P. viewfinder	3.00	2.29
Deluxe leather Eveready case	15.00	11.29
Eyecup—rubber, for Penta-prism finder	6.00	4.49

NEW AUTOM. **EXAKTA VX OUTFIT**

• Automatic 1956 EXAKTA VX	$327.50
• Automatic BIOTAR 58mm/f:2	
• Genuine IHAGEE Waist Level Finder	
• Brand-New 100mm/f:4.5 WESTAR Telephoto Lens	44.20
• Brand-New Extension Tube Set	25.00
• Brand-New Eveready Leather Case	12.00
• Brand-New BC Flashgun	15.50
	Reg. $424.20

SAVE $174.71 — OUR PRICE **$249.49**

For Eye-Level Penta Prism Automatic Rangefinder instead of Waist Levelfinder. ADD $14.99

EYE-LEVEL PRISM FINDER
for Praktica, Praktiflex FX, and Rival Reflex

Permits reflex viewing at eye level. Brilliant ground glass view of image, upright, correct-sided, free from parallax error. List $19.95.

ONLY **$11.99**

Genuine Zeiss ONLY $14.99

An American Extra
Brand New 1957
KODAK RETINA IIIC

Built-in Exposure Meter—Coupled R.F.—Xenon F2 Coated Lens—Interchangeable Lenses—Compur MXV shutter—L. V. Scale—Rapid Wind Lever.

	List	Our Price
Kodak Retina IIIC	$190.00	$114.49
Kodak Retina IIC	135.00	89.49
Kodak Retina Longar Tele	82.50	54.49
Kodak Curtar W.A. Lens	62.50	42.49
Kodak Retina Univ Finder	17.95	13.49
Kodak Retina E.R. Case	12.00	7.95

All Kodak Retina accessories available. Write for Prices.

LATEST **PRAKTICA FX OUTFIT**

Brand-New 1957 Autom. PRAKTICA FX	$139.50
Brand-New 50mm/F2.8 WESTANAR	
Brand-New 100mm/F4.5 WESTAR Tele	44.20
Brand-New Extension Tube Set	16.00
Brand-New Eye-Level Prismfinder	29.95
Brand-New Genuine Leather E.R. Case	10.95
Brand-New BC Flashgun	15.50
BUILT-IN AUTOM. SPLIT IMAGE RANGEFINDER GROUNDGLASS	35.00

Reg. $291.10 SAVE $146.91 ONLY **$144.19**

Brand-New C.Z. **AUTO-BIOTAR F:2 $48.99** plus your pre-set Biotar

Brand-New Schneider **Autom. Xenon F:1.9 $53.49** plus your pre-set Biotar

JUST ARRIVED — ISCO

WESTANAR
Preset TELEPHOTO LENSES, color-corrected.
for Exakta, Praktica, Pentacon, Ritacon

	List	OUR NET
F3.5/135mm WESTANAR	79.50	$44.49
F4.5/150mm WESTANAR	69.50	$39.49
F4.5/180mm WESTANAR	89.50	$49.49

For PraktinaFX & Supreme Hexacon add $5.00

BRAUN AUTO 100
Electronic Flash

Complete with Push Button control for AC battery, built-in charger, variable voltage control from 110V-250V, half light control for close-ups, interchangeable wide & narrow beam reflector, bracket and cord. Reg. $109.50

SPECIAL ONLY **$69.49**

EXTENSION FLASH HEAD, Reg. $27.00____Only $17.99

BRAND NEW **PENTA PRISM**

for Exaktas V, VX & Exas! Split Image Rangefinder comb. with Viewfinder. OUR PRICE Complete with case & extra ground glass..... **$22.99**

FOLDING EXTENSION BELLOWS

Folding Extension Bellows for Exakta, Exa, Praktica, Pentacon. Folds to 9". Genuine Leather Bellows. Reg. 19.95.

BRAND-NEW **Special Only 10.89**

T.D.C. VIEWLEX OWNERS:

Trays for your Selectron Change-O-Matic or Project-O-Matic. Hold 30 slides ea. in cardboard, glass metal mount.

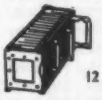
12 trays for $4.89
12 trays in metal case $8.99

Slide Trays For Revere

For Revere autom. projectors 553, 555, 888. Hold 36 slides ea. in cardboard, glass or metal mounts. 12 Trays in carrying case. Reg. $14.95

BRAND NEW **Our Price $8.99**

BRAND NEW AIREQUIPT MAGAZINES



List $2.25 (Min. order 3)
Special $1.69 ea.
Save on Dozen Lots List $27.00
Special $17.99 doz.
12 Airequipt Magazines in Metal Case. Reg. $36.95. Special $21.99

- Everything listed used, unless otherwise specified.
- Prompt shipment guaranteed.
- Include postage on all prepaid orders. Excess credited or refunded.
- On C.O.D. shipment—10% deposit.

AMERICAN **CAMERA EXCHANGE** OF NEW YORK, INC.

Dept. M-7, 100 WEST 44th St. (OFF 6th Ave., next to Left's)
NEW YORK 36, N. Y. PL 7-8737

PRICE IS THE OBJECT

SAMOCA

now brings you a RANGEFINDER '35' priced only a few dollars higher than box cameras!

SAMOCA

RANGEFINDER '35'

only $29.95

Show the SAMOCA 35 to an expert photographer, to whom price is *no* object when he chooses his own equipment. Ask him to guess the price. It's almost certain that he will name a price at least twice that of the amazing SAMOCA. This beautiful little camera has that hard-to-define but easy-to-recognize look which bespeaks professional design and precision craftsmanship. It can be offered at this astonishingly low price only because the makers, the famous Samoca Camera Co., Ltd., of Tokyo, Japan, also manufacture the high-quality lens and shutter which are its most costly components. Ask your dealer to demonstrate to you this unique camera value.

• Coupled Rangefinder • Single Window Rangefinder-Viewfinder • Fully Color Corrected, Coated f3.5 Lens — Click Stops • Shutter Speeds 1/10th to 1/200th sec. and Bulb • Full MX Synchronization • Built-in Depth of Focus Scale • Film Advance Automatically Cocks Shutter and Counts Exposure • Body Shutter Release • Fully Removable Back • Satin Chrome Trim, Fully Anodized Body, Compact, Light, Rugged

For descriptive literature write to:

BROCKWAY CAMERA CORPORATION

1114 First Avenue, New York 21, N. Y.

Canada: Precision Cameras of Canada Ltd. Montreal, Toronto, Vancouver

LVS

(Continued from page 61)

The design of the cross-coupling is such that as the shutter control is moved toward higher speeds (which would decrease exposure) the f-number control is moved to proportionately wider lens openings (which increases the exposure and automatically cancels out the effect of the increase in shutter speed). When the shutter is shifted to lower speeds (which would increase exposure) the lens opening automatically closes down the right amount to cancel out the effect of the shutter speed change. This cross coupling gives you the ability to shift to a variety of f-number-shutter speed combinations, all of which add up to the same exposure, by moving a single control and without need for any mental arithmetic or gymnastics.

More about cross-coupling: The variety of f-number-shutter speed combinations available at any given LVS setting depends upon the location of that setting on the LVS scale. As shown in the chart on *page 61*, the greatest number of combinations occurs in the central portion of the LVS scale; at the extreme ends only one setting is possible.

This is not due to any limitations imposed by the LVS system. It's simply that any camera has only a certain number of shutter speeds and f-numbers which add up to a particular exposure.

On the first LVS shutters the cross-coupling was so made that it would slip if you turned the controls beyond the limits of the exposure combinations available at any given setting. Later models lock positively, and bring the control to a definite halt if you try to overreach the limits of operation of the cross-coupling. However, on all models, the cross-coupling can always be disengaged at will.

How LVS mechanisms work: There is nothing mysterious about the functioning of the LVS shutters and their cross-coupling mechanisms. It is based on the interplay of the shutter speed and f-number controls. Depending upon the camera, one of two arrangements is used:

The LVS scale is on a ring or dial which is integral with the f-number control and which passes an arrow or other point on the shutter speed ring or dial.

Or, the LVS scale is on or connected to the shutter speed ring or dial and a lever or arrow attached to the f-number control is moved across the LVS scale.

It is not necessary to set the control only at whole numbers; it can be set between two numbers for an intermediate exposure if the meter indicates such a setting is necessary.

Once the LVS number has been set, there is some mechanical means for locking the f-number and shutter speed controls so they move as one (that's the cross-coupling described previously).

Whatever the arrangement, there is always one limiting factor to be overcome—that is the length of the arc through which the f-number control can be swung. In most cases, this arc covers no more than eight f-numbers, a movement equivalent to eight of the LVS numbers, which is obviously not far enough since there are usually 17 LVS numbers.

How do you get the pointer to the LVS numbers beyond its reach? First, swing the f-number control as far as it will go; then disengage the cross-coupling and "slip" the shutter speed ring around until the desired LVS number is in place. Or, if more convenient, move the shutter control first and then "slip" the f-number control to the desired LVS number.

That's all there is to the operation of an LVS shutter.

The need for LVS: Before Deckel's LVS Synchro-Compur appeared, speed settings on leaf type shutters did not bear any consistent relationship to each other. For example, a pre-LVS Compur Rapid had speeds of 1/500, 1/250, 1/100, 1/50, 1/25, 1/10, 1/5, 1/2, and 1 sec. Other manufacturers had their own range of settings.

The irregularities of speed setting sequence have always made for confusion in picture taking. For instance, a camera with a pre-LVS Compur Rapid is set at 1/500 and f/4. You would like to keep the same overall exposure, but you also want to increase the zone of sharp focus by shifting to f/8. This change in the lens opening would cut the light entering the camera to 1/4 of its previous brightness. You can compensate by picking a shutter speed 4X as long as 1/500. That would be 1/125, but this pre-LVS Compur Rapid has no 1/125—the closest is 1/100.

It can be argued strongly that this is a minor difference, that errors in shutter operation and the latitude of the film will cancel it out, and it will in no way affect the final outcome of the picture. That may be true. But the need to fumble with an irrational set of numbers, and to move a variety of strange controls, has scared countless people away from cameras with variable shutter speeds and lens openings. And even those who have stuck it out and learned the mental arithmetic necessary to use the controls, have often found themselves mumbling over the basic clumsiness of the whole arrangement.

The LVS shutter has wiped out most of this problem. To design and make this shutter required photographic engineering of the highest order, and photographers for a long time to come will have reason to be grateful to those who achieved it.—THE END

BROADWAY'S

··LOWEST PRICES EVER···BUY NOW···SAVE··

Only 10% DOWN ON BROADWAY'S SIMPLE TIME PAYMENT PLAN

CHECK EVERY ITEM CAREFULLY...

You'll find the camera or accessory you've been looking for, at the lowest possible prices . . .

SAVE $16.06 ON A

BRAND NEW YASHICA LM

Reg. 59.95

NOW **43.89**

FLASH 6.50 CASE 9.95

OTHER YASHICA VALUES:

	Reg.	Sale
Yashica A	29.95	21.95
Yashica C	46.50	33.95
Yashicamat	75.50	54.90
Filters—All Colors	5.95	3.95
Strobe for Yashica	54.95	29.95

ELECTRONIC FLASH

BRAND NEW

	Reg.	Sale
Ultrablitz Jet (Dem)	69.50	48.50
Ultrablitz Matador	99.50	59.50
Ultrablitz Expert IV	69.50	42.50
Braun Hobby Standard	55.00	39.50
Braun Hobby Automatic	106.00	72.50
Heiland Mdl. 61-A	59.95	43.50
Heiland Mdl. 71-A	119.50	84.50
Heiland Mdl. 91-A	239.70	176.50
Heiland Macro-Lite Close-up-Ring	42.50	33.95
Ext. Head for Expert IV	24.95	18.50
Ext. Head for Matador	34.95	22.50
	Reg.	Used
Dormitzer M-107 Bat. & A.C.	109.95	24.50
Ultrablitz Reporter II	194.50	124.50
F. R. Strobe	54.95	24.50

NOW—an ELECTRONIC SLAVE THAT EVERYONE CAN OWN!

Can be used as an extra side-light etc. . . . with your present strobe or flash . . . no wires running to camera . . . no flashbulbs to replace . . . this is a Genuine

ELECTRONIC STROBE

Valued at 79.50

BROADWAY'S EXCLUSIVE PRICE ONLY BRAND NEW **25.80**

• CAN ALSO BE USED AS A MAIN LIGHT • PLENTY IN STOCK

TRADE-IN JAMBOREE

Receive a top allowance on your old, outmoded camera toward purchase of a brand-new 1957 model with all the latest features. Trade up to the finest . . . rush us your equipment for a free appraisal!

	Brand New
ARGUS C-44 f:2.8 w/case & flash (Plus your Bolsey B-2)	78.50
CANON VT 50mm f:1.8 (Plus your Leica IIIf f:2)	149.50
CONTAFLEX III f:2.8 (Plus your Exa f:2.8)	74.50
ROLLEIFLEX 2.8E Exp. Met. (Plus your Hasselblad 1000F f:2.8)	99.50
CANON S-T (8mm) w/13mm f:1.8, 25mm-f:1.8 (Plus your Bolex H-8 Leader)	27.50
B&H 272 B (8mm-mag.) f:1.9 (Plus your Revere C-80 f:2.5)	96.50
WOLLENSAK 23 (8mm-mag.) w/13mm-f:1.9, 6.5mm-f:1.9, 38mm-f:2.5 (Plus your Keystone K-33 f:2.3)	139.50
B&H 70 DR (16mm Turret) f:1.9 (Plus your Bolex H-16 f:1.9)	159.50
B&H 200 E f:1.9 (Plus your Bolex H-16 f:1.9)	109.50
REVERE C102 (16mm) f:1.9 (Plus your Keystone A-9 f:2.5)	94.50
DeJUR CUSTOM 1000 PROJ. (Plus your Revere 85D proj.)	82.50
KEYSTONE K100 PROJ. (Plus your Brownie 300 Proj.)	49.50
B&H DIPLOMAT PROJ. (16mm) (Plus your Victor 16mm proj.)	139.50
KODAK 300 AUTO 2x2 PROJ. (Plus your Kodaslide Merit Proj.)	42.50
B&H HEADLINER 303 ELECTRIC (Plus your Revere 553 proj.)	29.50

* Subject to inspection

BROADWAY HAS THEM AGAIN!

Those long awaited for **TELEPHOTO or WIDE ANGLE LENSES TO FIT ALL CAMERAS**

• Color Corrected • Hard Surface Coated • All Brand New • All One Price

values to $99.50 **$19.95** with case

FOR THE FOLLOWING CAMERAS:

• Aires 35 III • Ansco Speedex • Argus C-2, 3, 4, 44 • Argus A-4, 21 • Aires • Bell & Howell • Bolex • Baldinette • Bolsey B, B-2 • Baur 88, 88B • Baldina • Ciro 35 • Clarus • Ciroflex • Contaflex I, II, III, IV • Contessa • Contina • Contax • DeJur • Edinex • Exa • Exakta • Graphic 35 f:3.5, f:2.8 • Graflex 22 • Ikoflex • Ikonta • Konica II, III • Keystone • Kodak 35 • Kodak Signet • Kodak Pony 135 Model C • Kodak Tourist • Leica • Lordomat • Mercury II • Minolta A • Minolta Autocord • Memar • Nikon • Polaroid 95, 95A • Polaroid 80, 700 • Pentacon • Praktica • Praktiflex • Perfex • Rectaflex • Retina • Realist • Revere • Rolleicord • Rolleiflex • Ricohflex • Ricoh 35, 500 • Speed Graphic • Vigilant • Vilessa • Vito B • Wollensak

ALSO FOR THE FOLLOWING STEREO CAMERAS

• Revere Stereo • TDC Stereo • Stereo Realist • Wollensak Stereo • Busch Verascope $32.50 per pair

---

SAVE $35.00 ON A LIKE NEW ARGUS C-3 OUTFIT

Complete With
• CASE
• FLASHGUN
• 2 ROLLS TRI-X
• 2 ROLLS ANSCOCHROME

SPECIAL **$34.95**

OTHER VALUES ON LIKE NEW ARGUS EQUIPMENT:

	Reg.	Sale
Argus C-4, case, flash	99.50	49.50
Argus C-44, case, flash	117.00	63.50
Argus L-3 Meter with Incident Lite adapter, case	16.95	13.00
Argus L-44 with case	17.50	13.95
Strobe for Argus C-4 or 44	53.75	29.95

REFLEX AND PRESS CAMERAS

	New	Used
Ansco Auto Reflex f:3.5		79.50
Argoflex		19.95
Ciroflex f:3.5		19.95
Graflex 22 f:3.5 M-F-X	74.50	39.50
Minolta Autocord f:3.5, case	109.45	64.95
Minolta Autocord L, f:3.5 Exp. Meter, case	135.95	74.50
Rolleicord I		39.50
Rolleicord II f:3.5		49.50
Rolleicord IV f:3.5		69.50
Rolleicord V f:3.5	139.50	72.50
Rolleiflex f:3.5 M-X w/L.V.S. System	249.50	138.50
3½x4½ Speed Graphic w/135mm f:4.7		59.50

LENSES FOR CANON, CONTAX, LEICA, NIKON

	New	Used
21mm Biogon f:4.5	199.50	99.50
28mm Nikkor f:3.5	149.50	89.50
35mm Xenogon f:2.8	79.95	39.50
50mm Sonnar f:2	119.00	46.50
50mm Tessar f:2.8		34.95
85mm Nikkor f:2	175.00	89.50
85mm Triotar f:4	106.00	49.95
90mm Elmar f:4	98.00	57.50
105mm Sr.tar f:4.5		21.50
135mm Canon f:3.5	135.00	71.50

LENSES FOR EXAKTA, EXA, CONTAX-D, PRAKTICA, PENTACON, PRAKTINA, PRAKTIFLEX

	New	Used
28mm Angenieux f:3.5	120.00	59.50
35mm Angenieux f:2.5	99.50	49.50
40mm Isogon f:4.5	54.95	28.50
40mm Makro Kilar f:3.5D	114.95	62.50
40mm Makro Kilar f:3.5E	89.95	42.50
90mm Tele-Xenar f:3.5	89.50	47.50
135mm Angenieux f:2.5	179.50	94.50
200mm Tele-Xenar f:5.5	124.50	64.50

35mm CAMERAS

	New	Used
Aires 35 III f:1.9	99.50	54.50
Argus 21 Markfinder f:3.5	59.50	21.50
Agfa Karat f:2.8		29.95
Ansco Karomat f:2 MX	125.00	69.50
Bolsey C f:3.2		49.50
Canon V 50mm f:1.2	450.00	287.50
Contax S 58mm f:2 PS		69.50
Contax II 50mm f:2		87.50
Contax IIIa 50mm f:1.5	348.00	191.50
Contaflex I f:2.8	149.00	79.50
Consol f:2 PS	199.50	89.50
Exakta VX f:2 Biotar	392.00	199.50
Graphic 35 f:2.8 case, fl.	99.50	49.50
Konica II f:2.8	89.75	47.50
Konica III f:2	119.75	62.50
Leotax 50mm f:1.5		137.50
Leica II D f:3.5		49.50
Leica III C f:1.5		149.50
Leica M-3 f:2	447.00	274.50
Nikon S-2 50mm f:1.4	345.00	192.50
Ricoh 500 w/case	79.95	42.50
Super Baldina f:2.8, case, fl.	69.95	34.95
Vito B f:3.5	45.50	22.50
Vitessa L f:2	159.50	79.50

EXPOSURE METERS

BRAND NEW

	Reg.	Sale
Argus L-3 w/case	16.95	12.95
Argus L-44 w/case	17.50	13.75
Gossen Dual Sixon	13.95	9.95
Gossen Sixtomat X-3	29.95	19.95
G. E. P. R-1	32.50	19.95
G. E. Guardian	34.50	24.95
Leica Meter 2 w/case	18.00	14.95
Leica Meter MC w/incid. light attach.	33.00	27.50
Norwood M-2	32.50	21.95
Weston Master III w/case	32.50	24.95
Weston DR w/case	16.95	11.99
Zeiss Ikophot Rapid w/case	25.00	19.75

A FEW ODDS AND ENDS AT TERRIFIC CLOSE-OUT PRICES

Some Brand New . . . Some Used

	Reg.	Now
2 Canon II B w/f:2.8, flash, case	199.50	59.50
1 Minolta E f:2.8, flash, case	179.50	49.50
42 Ass'd. Flashguns ...Values to:	17.95	1.75 ea.
22 4x5 Pre-Anniv. Speed Graphics ...Values to:	250.00	59.50
1 Nord 16mm Stereo Att.	149.50	22.50
4 Zeiss Contameters	81.00	24.50
1 7x50 Anchor Binoc.	169.50	19.95
1 Compco Slide Binder	10.50	5.00
1 Sun Lite II Strobe		24.50
70 Ass'd. 4 unit Bar-Lites w/metal cases...Values to:	29.95	7.69

8mm MOVIE CAMERAS

	New	Used
Eumig 8 f:1.9 Exp. met.		74.50
Bolex B-8 f:1.9 reg. w.a., tele	199.50	99.95
B&H 134 TA f:1.9 (turr.)	169.95	94.50
B&H 172 B f:1.9 (mag.)	164.95	92.50
B&H 134V f:1.9	129.95	69.50
Franklin 8 f:1.9 (mag.)		39.50
Cine Kodak 8 f:1.9 (mag.)		57.50
Keystone A-7 f:2.5		49.50
Keystone K-25 f:1.9	59.95	29.95
Keystone K-38 f:1.9 (turr.)	119.50	62.50
Keystone K-48 f:1.9 (mag.-turr.)	139.50	72.50
Perfex Mdl. A (turr.) f:1.9 reg. w.a., tele		89.50
Revere C-87 f:2.5	72.50	34.50
Revere C-41 f:1.9 (mag.)	129.50	64.95
Revere C-45 f:1.9 (mag.-turr.)	164.50	79.95
Revere C-80 f:2.5	97.50	46.50
Revere 88 f:2.5		32.50
Wollensak 23 (mag.-turr.) f:1.9 reg. f:1.9 w.a., f:2.5 tele	239.50	128.50
Wollensak 53 (turr.) f:1.9 reg. f:1.9 w.a., f:2.5 tele	199.50	99.50
Wollensak 43 (turr.) f:1.9 reg., w.a., tele	99.50	54.50

16mm MOVIE CAMERAS

	New	Used
B&H 200T (mag) reg f:1.9, tele f:3.5	299.50	159.50
B&H 70 DR f:1.9 (turr.)	385.50	219.50
Bolex H-16 Leader f:1.9	269.50	159.50
Bolex H-16 Supreme 25mm-f:2.5, 15mm-f:2.8, 75mm-f:4.5	574.95	276.50
Keystone A-15 f:1.5	199.50	89.50
Revere C-105 f:1.9 (turr.)	224.50	119.50

8mm PROJECTORS

	New	Used
Revere 85	124.50	54.50
Revere 90	159.50	64.50
Bolex M-8	169.50	88.50
DeJur 750	154.50	84.50
B&H Monterey Deluxe	99.95	59.50
B&H Regent Deluxe	179.95	99.50
B&H Regent	159.95	86.50
Keystone K100	99.95	49.95
Keystone K109	169.50	89.50
Kodak Brownie 300	62.00	32.50
Kodak Brownie 800	74.50	41.50

SLIDE PROJECTORS

	New	Used
Argus 300 Auto	62.50	32.50
A.O. Executive 500	76.50	39.95
LaBelle Showman 300	59.95	29.95
LaBelle Director 300	69.95	34.50
LaBelle Producer 88	94.95	48.50
Revere 553	79.50	39.95
Revere 555	89.50	46.50
Revere 888	144.50	76.50
TDC Headliner 303	59.50	29.95
TDC Deluxe Mdl. D	79.50	41.50
TDC Streamliner 500	79.50	39.95
TDC Streamliner 300 Duo	67.50	34.95
TDC Streamliner 500 Duo	84.50	43.50
TDC Robomatic	149.50	78.50

SLIDE PROJ. OWNERS

Unbelievable Values in Magazines for All Slide Changers

	REG.	SALE
Revere	1.49 ea.	10 for 6.95
TDC	1.50 ea.	10 for 4.75
Airequipt	2.25 ea.	10 for 14.50
Viewlex	1.50 ea.	10 for 4.75
LaBelle Mag. 6"	2.20 ea.	10 for 15.50
LaBelle 9"	2.95 ea.	10 for 21.50

Carrying Case for Above —

12 Trays	6.95
24 Trays	10.95

BROADWAY CAMERA SHOPS, Inc.
Dept. M757, 872 Broadway,
New York 3, N. Y.
For special needs write to Roy Talbert.

I would like to trade my _____
I would like to buy a new _____
I would like to buy a used _____
Send me Time Payment Application _____

Name _____
Address _____
City/Town _____ State _____

C.O.D. send 15% deposit. Add Postage—Excess Refunded.
2 yr. written service guarantee. 30 day money-back guarantee.

ONE CAMERA TAKES BOTH!

with the "DUAL" feature...a Ricoh PLUS that makes the difference in camera value!

As little as **$29.95**

with "AUTO-STOP" $33.95
35mm "COLOR BACK" $9.95
Leather Camera CASE $5.95

SUPER **RICOHFLEX**

More fun! More value! Converts in seconds from 2¼x2¼ (120 rollfilm) to standard 35mm film, giving you all the advantages of big black-and-white and color shots . . . PLUS the economy, convenience, and the extra fun in taking, viewing and projecting 35mm color!

F:3.5 matched lenses, speeds to 1/200th sec., B., and built-in flash!

At your dealer or write for Booklet S

RIKEN OPTICAL INDUSTRIES, LTD.
521 Fifth Ave., New York 17, N. Y.

the MOVIE MAKER

by MYRON A. MATZKIN

The era of the automatic movie camera is with us. What does it mean to you?

The era of the movie camera with a brain—one that can function almost as well as the human variety—is with us. More and more cameras that automatically determine exposure are appearing on the scene. Just what does this mean to you? How much of the movie making process do you want taken care of by a machine? How much of the human element is eliminated by automation? Is it good or bad?

Actually, the beginning of the trend, as far as amateur movie makers are concerned, goes back to last year, when Bell & Howell introduced the 200-EE, a 16mm magazine camera. All you have to do with the 200-EE is point the camera, push the shutter release button, and the diaphragm sets itself automatically while you film.

Built-in photoelectric cells coupled to the lens diaphragm aren't new. The 8mm Eumig C3, sold in the U. S. before World War II, worked on a semi-automatic principle. A photocell built into the camera took a general reading of the scene, activating a needle that could be seen by looking through the camera viewfinder. To set for the proper exposure, a pointer, connected to the lens diaphragm was lined up with the needle.

A modernized version of the Austrian Eumig C3 is again on the American market. Two German 8mm cameras, the Bauer 88B and its slightly more elaborate twin, the 88E, work on the same semi-automatic principle.

Works without batteries

Two new mechanized movie cameras have appeared. One is a fully automatic 8mm camera, and the other a 16mm roll film camera with semi-automatic exposure determination. The 8mm is the Eye-Matic, introduced by the Revere Camera Co. This camera is still rather hush-hush despite its showing to the photo trade. The cell on the Revere camera is said to take a reading on precisely the area shown in the viewfinder. More significantly, it works automatically—but without batteries or electric motor. That last is according to Revere representatives and what little literature is available.

The Eye-Matic is to be manufactured in roll and magazine models, both single and turret design. Provision is made for both automatic or semi-automatic operation. When it will actually be on the dealers' shelves is anyone's guess.

The 16mm roll film model is the product of Eumig, and is called the Eumig 16. We handled it, ran the motor, looked through the multiple viewfinder, and gave the exposure system a couple of dry runs. It is similar to the one used on the C3, but with one difference: the cell can be completely removed with a small screwdriver, and the camera employed with any exposure determination method you choose. Thus, a damaged meter doesn't mean the end of movie making. You can continue to shoot with the C3 if the meter is damaged. However, meter removal is a job for a technician.

One other indication of the trend comes from the DeJUR-AMSCO Corp. They too are working on an automatic 8mm camera. Right now work is in the pilot or experimental stage. Precisely when DeJUR-AMSCO will have it completed is unknown. But it's almost a certainty that they'll be on the market with an automatic camera in the not-too-distant future.

Not the complete answer

Let's take a look at this business of automatic and semi-automatic exposure. Good points: saves time, saves film, lets you concentrate on getting the picture, and simplifies the amount of equipment you have to lug around.

There's little doubt that the automatic and semi-automatic motion picture cameras go a long way to stripping movie making of one great problem—exposure. But the movie maker who goes in for automation must beware of some of its pitfalls.

Not all exposure situations can be covered by taking a general reading from the camera position. Let's suppose for a moment that you have this kind of an exposure situation: your subject is in an area of light and shadow. The color you wish to accent is in the shadow area. If you take a general reading, the camera will give you a diaphragm setting that has been compromised for the best overall result. Everything will be as well exposed as the general lighting situation permits. You really want to overexpose the highlights so that the value of the one important color will be truly strong. The only way to do that is to take a reading directly from the subject at close range. With the semi-

(Continued on page 114)

Potatoes are Cheaper? . . . It's cheaper to listen to good advice than to go through experience at a loss. Even if you're not ready to buy now.

Our Camera Technologists will give you a written unbiased report on anything photographic, free; whether it's a Baby Brownie or a Leica. University offers you free advice, good service, unbeatable low prices, and a two-year unconditional no charge guarantee. A Bargain is not a Bargain unless you're completely satisfied.

NEW 1½" f/1.9 Telephoto

with Focusing Mt. in chrome Mount, Razor sharp, clickstops, color corrected. For Revere, Keystone, DeJur, Ampro. For B&H write.

List $38.75 Your cost NEW **$13.95**

Leather case ..... .90

Telephoto for 16mm Fans (New)

3" Telephoto f/1.9 focusing, click stops, color corrected razor sharp in Black anadized and chrome Mount. Built-in lens shade. For all cameras.

List $59.95. Your cost **$24.95**

Plush leather case 2.84

For 8mm Fans (New)

6.5mm f/1.9 Wide Angle in chrome Mount. Razor sharp, click stops, color corrected.

List $44.95 **$18.95**

Same in Foc. Mt. $21.95

Leather case ..... .90

Wide Angle for 16mm Fans (New)

15mm f/1.9 focusing, click stops, color corrected. Razor sharp.

List $59.95. Your cost **$32.50**

Leather case 1.56

Extra Fast Tele for 8mm (New)

1½" f/1.4 focusing in Black anadized and chrome Mount, color corrected. Razor-sharp. Excellent for Bad Lighting Conditions! Built-in lens shade.

List $69.50 **$18.95**

Case 1.05

Extreme Wide Angle For 16mm Fans

13mm f/1.5 Focusing

List $89.50 **$49.95**

High speed 8mm standard lens. ½" focusing f/1.2 list $89.50. Send any lens—receive $40.00 trade-in allowance. Brand New. **$49.50**

Send only .....

DARKROOM ACCESSORIES
BRAND NEW

	List	Sale
Yankee Lordomat 20 Tank	10.95	7.30
Yankee 4x5 Utility Tank	2.95	2.10
Yankee 4x5 Agitank cut film	8.95	6.95
Yankee Safe lite w/3 Filters	4.95	3.89
Airequipt 4 Way Fixed Easel	8.07	5.65
Airequipt Dialmaster Easel 11x14	17.06	11.95
Airequipt Photocrat 4x5 Printer	14.34	9.95
Airequipt Jr. Printer 4x5	10.77	7.55
Brumberger 5x7 Adj Metal Printer	22.00	14.95
Brumberger 5x7 Safe Lite OA	5.95	4.35
Brumberger 8x10 Paper Safe	10.95	7.80
Brumberger 11x14 Paper Safe	10.95	14.75
Fedco Focus Rite Enlarging Aid	2.25	1.75
Fedco No. 100 Dryer 111/2 x15	9.95	6.75
Gra Lab #168 Luminous Timer	24.95	17.75
Premier A2 Roto Dryer 24x28"	49.95	33.95
Premier A1 Roto Dryer 12x20"	27.50	18.95
Premier 12 ½" Trimmer w/Guide	11.00	6.25
Premier 18" Trimmer w/Guide	20.50	11.95
Premier 12" Deckled Edge Trimmer	10.40	6.69
Staticmaster 1" Brush	4.95	3.50
Spot-O-Matic Enlarging Meter	14.95	10.75
Nikor 35mm Tank single reel	6.70	5.19
Nikor 120-620 Tank	7.65	6.09
Nikor 20 Exp. 35mm wide space reel	3.95	3.19
Nikor 36 Exp. 35mm wide space reel	3.95	3.19
Nikor #33 Tank with 2 35mm reels	10.70	8.50
Kodak Timer Minutes & Seconds	9.75	7.80
Kodak 35mm Day Load Tank	9.95	7.49
Morse G3 35.8 16mm Dev. Tank	34.00	26.75
Kodak Automatic Tray Siphon	4.95	3.79
Sun Ray 11x14 Metal Adj. Easel	7.75	5.49
Sun Ray 8x10 Metal Adj. Easel	5.50	3.95
Precise 11x14 Metal Adj. Easel	6.75	4.95
Carr Cut Film Hangers 4x5	.99	.69
8" all metal Trimmer	1.98	.98
Foot Switch	5.95	4.19
EFI Chemicals 7 Minute Processing Kit	23.75	19.50
Arkay 16x20 Lordmaster Print Washer	89.50	66.95

Ultra-High-Speed 8mm wide angle

6.5mm f1.2 focusing list $89.50

Special New **$53.97**

For Revere, Keystone, B&H134 TA, others.

	Reg.	Sale
LaBelle Showman 300	59.95	44.50
LaBelle Director 300	69.95	52.50
Carrying Case	13.85	7.95
LaBelle Producer 55	94.95	69.50

KODAK RETINA IIIC

w/case List $177.50

Special BRAND NEW **$119** w/case

Exposure Meters

	New List	New Special
Norwood M2	32.50	16.95
Weston II 735	32.50	16.95
DeJur Dual Prof.	29.95	17.95
Bewi-Auto	29.95	17.95
Alpex Clipon	12.95	6.95
Alpex, w/c, chain	9.95	5.95
GE Guardian	34.50	24.95
GE Dynacel	7.95	5.92
GE PR1	32.50	19.90
Seconic Leader	8.45	6.95
Seconic Cell	3.95	2.95
Seconic Compec	9.95	7.49

300 watt Famous Make #777

w/case/ auto aireqt. chgr. 2x2. Blower cooled—

Special new **$38.95**

NEW list $69.95

Hi-Fi Splice Free Sound Plastic Recording Tape—

7" reel 1200'. List $5.50 Our Price **$1.75**

5" reel 600'. List $3.50 Our Price **$1.24**

Premier Prof. Titler M2	37.50	25.49
Access. Kit for M2	12.50	8.75
Title Set #673	6.95	4.17
Opta-vue w/case 2x2	9.95	7.21
Marshall Oil Sets		
Student Set	2.95	2.37
Academy	5.40	4.19
Master	13.95	10.37
Aireq auto chgr.	14.95	10.95

BELL & HOWELL, TDC New Latest Models

	List	New Sale
B&H 134TA f1.9	169.95	129.25
B&H 252B f1.9	59.95	41.97
B&H 172B Mag. f2.5	134.95	109.33
B&H 172A Tur. f1.9	199.95	149.50
B&H Electric Eye 200 EE	299.95	229.50
B&H 200 EE Case	30.00	21.97
B&H 70 DR. f1.9	385.50	306.50
B&H 253 Proj.	79.95	57.50
B&H 253AR Reverse and still	99.50	72.04
122 LR Regent	179.95	127.50
16mm Diplomat B&H	299.95	214.50
B&H SD 385C	479.95	359.97
B&H 385SI SD	559.95	431.00
B&H 302C Optic SD	734.00	569.50
B&H 302SI SD	814.00	622.66
Stereotone B&H tape	249.50	179.80
Stereo Proj-o-view	144.50	109.50
Robomatic	149.50	119.70
Headliner 303 w/case	59.50	43.97
TDC Model D w/air case	79.50	56.50
Streamliner 500 w/case	89.50	67.80

NEW C. O. C. PROJECTION VIEWER

ONLY **$26.92** including Field-case

- Table Model for 2x2 Slides
- Self contained projection-viewing system
- 6x6" viewing area, opalescent screen built into case
- Smooth operating automatic changer
- Capacity 36 paper mounted 2x2 slides
- Focusing f3.5 projection lens
- Double condenser system, even illumination
- Metal case for maximum protection and portability
- Operates on 110 Volts-AC DC 50 Watt lamp
- Regular $37.95
- Heavy Duty Field Case. List $4.95

New wide angle or telephoto lens for Contaflex I, II, Polaroid, Contessa, Argus c3, Signet, Kodak 35 RF—Other cameras write

list 21.50 Your cost **11.97**

Free case with each order

Wide angle or telephoto lens for Rolleiflex F3.5 or other series VI cameras, your cost with case $17.21

Pacemaker Crown Graphic "45"

w/Kalart R.F. w/135mm Schneider Xenar. F4.7 lens, Compar MX, Ektalite Field.

List $267.70 Your cost BRAND NEW **$149.50**

	List	New
Graphic 35, Case, Flash, F3.5	$ 89.50	$ 57.70
Graphic 35, Case, Flash, F2.8	99.50	67.70
Strobe Flash I w/Batteries	104.90	75.45
Strobe Flash II, AC, Nickel Cad. Bat.	199.50	144.50
Strobe Flash IV AC, Nickel Cad. Bat.	265.00	189.50

Photo-Electric EXPOSURE METER WITH BOOSTER

Complete ASA index. Lens stops F:1 to F:32, shutter speeds 30 sec. to 1/1000 sec. Complete with Booster, Leather case and Chain.

Reg. $12.95 **$6.95**

NOTICE

Giant Trade-in allowances. Write for discounts on Bell & Howell and Kodak. We beat every price on anything photographic.

TRIPODS on Special & Brand New

		Sale
STAR D CONQUEST (elevating type)	21.50	13.49
STAR D COMET (elevating type)	23.95	14.49
DELUXE TRIPOD CASE	5.95	1.95
Star D Cont Mark III	25.95	16.99

Brand New—Latest Nicca 3F w/f1.4 Nikkor

Best Leica type camera made. Speeds 1 sec, to 1/500, FX synch, coupled clear view rangefinder

list $345.00 Special—Limited Offer **$189.50**

Case 9.90 Sync cord 2.40

	List	Sale
LaBelle 6" mags	2.20	1.55
LaBelle 9" mags	2.95	2.15

AIREQUIPT MAGS

	New	Our Price
	$2.25	$1.48
Trays for Viewlex Changer	1.50	.42
Trays for Revere Automatic Proj.	1.45	.79
Trays for TDC Economy	1.00	.49
Case (holds 30 Airequipt mags)	15.95	6.95
Case (holds 12 Airequipt mags)	9.50	3.95
Case (holds 12 Revere mags)	11.95	5.49
Case (holds 30—6" LaBelle trays)	15.95	7.95
Case (holds 24 trays for Revere, TDC, Airequipt, Viewlex)	13.95	6.87

BRAND NEW LATEST 1957 AIRES III

- F1.9 Ultra Speed Lens
- Speeds ½-1/500 Sec.
- Rapid Film Wind
- MX Synchronization
- Brilliant Viewfinder
- Focus 20" to Infinity

$62.50 Plus Your 35mm Range-finder Camera in Trade.

	Reg.	Sale
Quick Set Champ II, 3 Sect., Elev., w/Pan Head	$34.00	$22.95
Quick Set Husky II, 3 Sect., Elev., w/Pan Head	47.00	32.95

Yashica "A" Reflex w/case

$35.95 List ..... now 26.49

FOR 8mm FANS

Zoomar Zoom Lens foc. to 12.5 to 38mm f2.8 for any 8mm camera

List $199.50 L. N. **$119.50**

FOR 16mm FANS

Send any 16mm lens plus $48.50 and receive a razor sharp 25mm f1.1 standard lens.

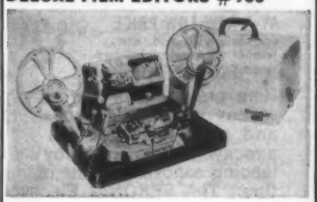
List $94.50

FOR 8mm FANS

1½" f1.2 Tele Spec. List $89.50 New **$39.95**

KODAK CAMERAS	BRAND	NEW
Pony 135C	36.50	28.00
Pony 135C Camera outfit	49.95	36.95
Pony 828	31.50	22.68
Signet 35	75.00	53.88
Signet 35 Camera outfit	91.45	66.45
Retina IIIC	190.00	116.50
Retina IIC	139.50	89.19
Stereo Outfit	97.25	67.40
Stereo camera	84.50	60.55
Signet 40 w/flash	69.00	49.95
CINE KODAK MOVIE CAMERAS		
8mm f2.7 Model 2	29.95	22.36
8mm f2.3 Model 2	37.50	27.69
8mm f1.9 Model 2	46.50	34.25
8mm f1.9 Turret	79.50	58.70
Medallion f1.9 Mag.	134.50	92.05
Royal f1.9 Mag.	189.50	142.50
K-100 16mm f1.9	279.00	208.00
K-100 16mm f1.9 Turret	315.00	229.50
CINE-KODAK SPECIAL II		
w/f1.4, w/100 ft. Chamb.	1345.00	1110.00
Same w/200 ft. Chamb.	1545.00	1265.00
CINE-KODAK SPECIAL II		
w/f1.9 w/100 ft. Chamb.	1275.00	1060.00
Same w/200 ft. Chamb.	1475.00	1199.00
Kodascope Analyst II 16mm	365.00	276.00
Kodascope Pageant Sound	459.00	359.00
Kodascope Magnetic Optical sound, MK4	795.00	595.00
Retina Curtar 35mm f5.6	62.50	44.50
Retina Longar 80mm f4	82.50	59.75
Retina Close-up kit, B	43.50	33.79
Retina 35-80 FDR	17.50	13.43
Retina 50-80 RDR	8.75	7.28
Dir Pos Dev. Outfit	....	2.98
Kodak Self Timer w/cable release	5.75	4.35
KODAK 8MM SHOWTIME —/case	115.00	83.75

NEW! MANSFIELD PORTABLE DELUXE FILM EDITORS #950



	Our Price NEW
8mm Editor—Complete w/case List $45.00 #950 w/focus	$25.49
16mm Editor—Complete w/case List $49.50 w/focus	$32.50
8mm Editor—Complete but No Case. Special, no Focus Kneb Same for 16mm $21.95	$19.97

Mohawk Midgetape Pocket Recorder

Battery operated 3⅞" in width, 8½" in length, lightweight. 1 hour recording. A must for business execs., sales managers, reporters, radio, TV, on-the-spot interviews, insurance investigators, etc. Free Literature.

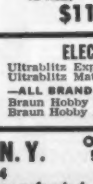
Trade-ins accepted.

List $249.50 SPECIAL L.N. **$149.70**

incl. bat. mike, earphone & tape.

Send for free Brochure.

MODEL 2700 Superpod



- Geared for quick action raising and lowering
- Extra 90 Degree tilt on panhead
- Ball Level on tripod
- Ratchet to prevent camera from falling
- Degree marks for vertical pictures
- Adjustable camera screw

$11.97 Case list 5.95 Special 1.95

ELECTRONIC FLASHGUN

Ultrablitz Expert IV	69.95	39.95
Ultrablitz Matador	99.95	69.50
—ALL BRAND NEW—ALL LATEST MODELS—		
Braun Hobby Standard L.N.		29.50
Braun Hobby Automatic L.N.		68.50

University Camera STORES

761 BROADWAY, N. Y. 3, N. Y.
9th St. & B'way — GR 5-2544
Include approximate postage, overage refunded

Orders under $5.00—50¢ handling charge
SEND FOR FREE N-7 CATALOGUE

ALL NEW for '57

BROCKWAY
TRADE MARK
NORWOOD Director S
EXPOSURE METER
TRADE MARK

THE ORIGINAL AND ONLY TRUE INCIDENT LIGHT EXPOSURE METER

AT A NEW LOW PRICE
complete with grid, disc, leather case, neck cord and three direct-reading slides
$29.50

Here are some of the major advances in precision construction and adjustment found in the BROCKWAY 'S', now made by Japan's leading exposure meter manufacturer, The SEKONIC Electric Co.

- New, ruggedized construction for a lifetime of trouble-free operation
- Longer, more legible light scale, over 100° in angular length
- Greater sensitivity than ever before
- Unbreakable, wide-angle vision Plexiglas meter face
- New, high-power permanent magnet
- Extremely high-torque meter movement
- High-speed, fully damped needle (absolutely no jitters)
- Top-grade waterproof photoelectric cells, selected to meet and surpass extremely rigid factory tolerances
- Each photosphere precision-formed and tested
- Each meter individually calibrated to highest photometric standards
- ASA indexes from .2 to 12,000
- Lens apertures from f/1.0 to f/45
- Direct-reading movie exposures
- Conventional, LVS and Polaroid readings
- American and European shutter calibrations

For further information write to the exclusive licensee:
BROCKWAY CAMERA CORPORATION
1114 First Avenue, New York 21, N. Y.

THE MOVIE MAKER

(Continued from page 112)

automatic cameras you'll have no problem. You take a close-up reading, set the needle and pointer and step back to shooting position.

The automatic unit, however, will correct your "error" as soon as you move back to a point where the lens covers the whole scene. The Bell & Howell 200-EE meter can be disconnected so that it is inoperative. Either the batteries are removed, or the circuit interrupted by pulling out and down on the shutter release.

We frankly like the optional semi-automatic or automatic control on the Revere Eye-Matic. It gives you a positive choice of exposure determination.

What of the future of the automatic exposure cameras? We think that there will be more and more cameras featuring either semi-automatic or automatic operation.

An accessory unit

Already Elgeet Optical Co. has introduced a lens and meter combination designed for any D-mounted 8mm camera. The unit is of the semi-automatic variety and has already been incorporated into a new model Keystone, the 25AX. The lens unit alone is available in many camera stores and can be added to the camera you now own, provided it has interchangeable lenses.

Limited lens choice

You may find that automatic and semi-automatic exposure is limiting as far as lens choice is concerned. The system must be hooked into one lens and is not transferable at the flick of a turret. Thus, if a variety of lenses is needed, wide-angle and telephoto converters must be used. Converter elements themselves are rather limiting in quality of image produced. Certainly professionals will give the whole business rather careful thought from the lens point of view.

It seems to us, however, that roll film 16mm cameras with automatic exposure in situations where one lens can be used to cover the whole subject range, can be of invaluable aid to TV news cameramen. Time is a vital factor in any kind of news coverage.

Summing up, we see it this way: automatic and semi-automatic exposure will be the great change in movie cameras of the very near future. Movie makers will welcome it for the most part. Professionals will probably accept it on a limited basis.—THE END

Quick, Low Cost
SLIDE PROTECTION
With KIMAC Protectors

Prevents Scratches Fingerprints and Abrasion Marks

Made from Kodapak Sheet

NO FUSS, NO BOTHER — Just Slip On A KIMAC PROTECTOR

These plastic envelopes may be used with all standard cardboard mounts, including Kodak and Ansco. Sealed edge prevents snagging in filing or viewing. No printing to obscure title. Fit all automatic projectors.

Box of 100 Stereo Protectors $3.75
Box of 1000 Stereo Protectors $25.00
Box of 100 2" x 2" Protectors $2.75
Box of 1000 2" x 2" Protectors $20.00
Box of 100 2¾" x 2¾" Protectors ..$4.00

Send check or money order with dealer's name for immediate shipment. We pay postage.

Send for FREE Sample Dept. N7

KIMAC
OLD GREENWICH, CONN.

Why Not Get Rochester
Kodak Processing by MAIL BOTH WAYS

Why make unnecessary trips to store! Get service by mail BOTH ways! It's as quick and simple as this: You mail exposed film, KODACHROME (including Movie Film) and KODACOLOR, in mailing bag supplied FREE to FASCOLOR in Rochester (Home of Kodak). FASCOLOR dispatches direct to Kodak Color Laboratory daily. FASCOLOR returns finished work direct to you by First Class Mail the same day received from Laboratory. Slides or processed film are delivered by postman right to your mailbox. No extra trips to store, no parking inconvenience.

Send this ad with name and address on postcard. You'll receive FREE mailing bags, complete price list & money-saving discount plan.

SAVE by MAIL
MA 1753

FASCOLOR Box 86 Rochester 1, N. Y.

35mm BLACK & WHITE
SLIDES
From any size photo or negative

6¢ per frame from complete 35mm roll unmounted
12¢ mounted
30¢ each from negatives larger than 35mm.
50¢ from photos

NOW! See your favorite snapshot on the screen!
The most thrilling way to look at your pictures is on the screen. Now all your friends can see your pictures at the same time. Slides made from any size negative or photo. Specify cardboard mounts or film strips.

NATIONAL PHOTO LABS NEW HYDE PARK 12 N.Y.

GIGANTIC BIRTHDAY *Sale*

CAMERAS • PROJECTORS • LENSES • FOR ONLY 10% DOWN

RESERVED FOR

Name .....

Address .....

City ..... State .....

WRITE TO-DAY **FREE** BARGAIN BULLETIN

35mm CAMERAS

	New	Used
Aires 35 III, f1.9	$ 99.50	$ 55.00
Argus C-3, case & flash	69.50	29.95
Argus C-4, f2.8	84.50	37.50
Argus C-44, f2.8, MX	99.50	55.50
Bolsey Jubilee, f2.8, case & flash	79.50	39.00
Canon IV S2, f1.8	284.50	119.00
Canon V, f1.8	325.00	207.00
Edixa C, f2.8 RFDR	49.95	27.50
Graphic 35, f3.5 case & flash	89.75	42.00
Kodak Retina II, f2, RFDR		43.00
Kodak Retina IIA, f2, RFDR	127.50	62.00
Kodak Retina IIC, f2.8, RFDR	139.50	73.00
Kodak Signet, f3.5	75.00	33.00
Kodak Pony 135, f4.5	29.75	12.75
Kodak Bantam Spec, f2		59.00
Konica III, f2	119.75	62.00
Minolta A, f3.5	49.95	24.00
Ricoh 35, f3.5, case & flash	59.95	28.00
Voigt Prominent, f1.5	270.00	112.00
Voigt Vitessa f2	159.50	78.50
Zeiss Contessa, f2.8, RFDR	163.00	67.00

35mm SINGLE LENS REFLEX

	New	Used
Contaflex, f2.8 Tessar, MX	$149.50	$ 75.50
Contaflex, f2.8 Tessar, MTR	179.50	102.50
Exa, f2.9, MX	79.50	33.50
Exa, f2.8, Auto RF	165.00	89.00
Exakta V, f2 Biotar	249.50	117.50
Exakta VX, f3.5 Tessar	199.50	119.50
Exakta VX, f2.8 Tessar, Auto RF		158.50
Exakta VX, f1.9 Auto Xenon	341.70	182.00
Exakta VX, f1.5 Angenieux	369.50	199.00
Pentacon, f2.8 Auto	249.50	108.00
Pentacon, f2 Biotar	249.50	87.00
Rectaflex, f2 Xenon	329.50	118.00
Praktina FX, f2 Auto Biotar	297.50	167.00
Praktica FX, f1.9 Meyer Preset	139.50	55.50

LEICA — CONTAX — NIKON

	New	Used
Leica IIIA, f2 Summar		$ 67.50
Leica IIIC, f2 Summar		87.50
Leica IIIC, f2 Summitar		114.00
Leica IIIF, f2 Summicron	336.00	189.00
Leica IIIF, f1.5 Summarit	357.00	188.00
Leica M3, f2 Summicron	447.00	273.50
Leica M3, f1.5 Summarit	468.00	289.00
Contax II, f2 Sonnar		63.00
Contax IIA, f2 Sonnar	345.00	128.00
Contax IIA, f1.5 Sonnar	374.00	152.50
Contax IIIA, f1.5 Sonnar	348.00	168.00
Nikon S, f2 Nikkor		98.00
Nikon S2, f1.4 Nikkor	345.00	198.00

LEICA, CONTAX LENSES

	New	Used
28mm f3.5 Nikkor	$149.50	$ 75.50
35mm f2.8 Biogon		66.00
35mm f3.5 Nikkor	89.50	48.00
35mm f3.5 Summaron		53.00
85mm f2 Nikkor	175.00	84.00
90mm f2.5 Angenieux	94.50	49.50
90mm f4 Elmar	90.00	47.50
135mm f4.5 Hektor	135.00	58.50
135mm f3.5 Nikkor	135.00	65.00
135mm f4 Sonnar	146.00	65.00
400mm f5 with reflex	480.00	179.00

EXAKTA PRAKTICA CONTAX D LENSES

	New	Used
28mm f3.5 Angenieux	$120.00	$ 62.50
35mm f2.5 Angenieux	99.50	52.50
35mm f2.8 Auto Zeiss	149.50	87.00
40mm f3.5 Macro Kilar	89.95	54.00
75mm f1.5 Zeis Biotar	211.50	78.00
90mm f2.5 Angenieux	94.50	52.50
135mm f3.5 Angenieux	89.50	49.50
180mm f5.5 Tele Xenar	84.95	45.50
400mm f5.5 Meyer Tele Megor	199.50	87.50

2¼ x 2¼ REFLEX

	New	Used
Exakta 66, f2.8 Tessar	$319.50	$142.00
Minolta Autocord L, f3.5	124.50	68.00
Rolleiflex Automatic, f3.5	119.50	62.50
Rolleicord IV, f3.5 Xenar		53.00
Rolleicord V, f3.5 Xenar	124.95	67.00
Rolleiflex Standard, f3.5 Tessar		46.00
Auto Rolleiflex, f3.5 Tessar		61.50
Auto Rolleiflex, f2.5 Xenar, MX	187.50	109.00
Auto Rolleiflex, f2.8 Xenotar, MX	309.00	169.00
Auto Ikoflex IIA, f3.5 Tessar	169.50	63.50

TRADES ACCEPTED

KODAK MEDALIST
Synchro model; f3.5 coated Ektar; Supermatic shutter speeds 1 sec to 1/400.
used **69.00**
1.15 post & ins

BRUMBERGER AUTO-MAT
35mm 300w blower cooled automatic; Complete with airquipt auto changer & 1 mag. Reg. $69.50.
BRAND-NEW... **29.95**
1.85 post & ins

ELWOOD S-2
35mm to 5 x 7. With f4.5 lens. Tilt & revolve head; long bellows draw.
Reg. $100.00
BRAND-NEW.... **69.50**
Shpg wt 25 lbs

RETINA III C
Latest 1956 model; f2 Xenon in M-X shutter; built-in exposure meter. List $190.00.
Used **83.00**
1.25 post & ins

IMPORTED MOVIE LENSES FOR 8mm CAMERAS

6.5mm f1.9	21.00
7mm f2.5	13.75
1½ " f1.8	47.50
1½ " f1.4	19.75
1½ " f1.9	14.95
3 " f1.9 (for 16mm)	26.90

65c post

8mm KEYSTONE K-70
500w lamp; 400 ft reel capacity; motor rewind, blower cooled. Reg $64.95
Used..... **34.50**
1.85 post. & ins.

B&H 70 DR 16mm 3-lens turret
- 1" f1.9 normal lens
- 17mm f2.7 wide angle
- 3" f2.8 telephoto
- With objective finders

used **269.00**

PRISM RANGEFINDER
No Exakta owner should be without one! Combined with viewfinder for EXAKTA V, VX, and EXAS.
Case 2.50
.50 post & ins
BRAND-NEW **19.95**

TAPE RECORDERS
FME 37-C 2-speed. Tape, mike, AC cord. Reg. $139.90
67.50
TDC Stereotone 2 speed Push-button; 10" speaker, tape, mike, AC cord.
Reg. $269.50
Used shipped express **133.50**

400mm f5.5 TELE LENS
With diaphragm in tec mount, for Exakta, Contax D, Praktica, Pentacon.
List $199.50.
BRAND-NEW..... **88.50**
1.80 post & ins

AUTO EXAKTA VX
Fully automatic f2.8 coated lens. Focal plane shutter; 12 sec to 1/1000; New exposure counter; discontinued model. Brand-New
1.25 post **139.50**

AIRES III
f1.9 ultra speed lens; speeds ½ sec to 1/500; rapid film wind; M-X sync.
Reg. 99.50
used **55.00**
1.25 post & ins

ROLLEICORD III
Famous 2¼x2¼ twin lens reflex. f3.5 ctd lens; synchro shutter.
used..... **39.95**
Case 4.75 1.50 post & ins

7 x 50 PRISM BINOCULARS
BRAND NEW COMPLETE WITH DELUXE LEATHER CASE AND STRAPS.
7x50 ind focus **19.35***
10x50 ind focus **22.50***
1.50 post & ins
* add 10% tax

4 x 5 SPEED GRAPHIC
Professional model; f4.5 lens; coupled rangefinder double extension bellows.
Used..... **79.00**
1.85 post & ins

KONICA III
f2 Hexanon lens; rapid film transport; speeds 1 sec to 1/500; M-X sync; self timer.
Reg. 119.75
used **62.00**
1.25 post & ins

CONTAX D
Pre-set f1.9 coated Meyer Primoplan. Focal plane shutter; sync for flash & strobe!
case 9.50
BRAND-NEW..... **89.50**
f2 Zeiss pre-set ....114.95 1.25 post & ins

PRAKTICA F-X
f2.8 Pre-set Tessar; click-stops, focal plane shutter; sync for flash & strobe.
BRAND-NEW **55.95**
case 7.95 1.25 post & ins

SLIDE PROJECTORS

	New	Used
300 W Argus	$ 37.50	$ 19.50
300 W Argus, Auto, Case	62.50	27.00
300 W AO Executive, Auto		38.50
300 W Brumberger (2¼x2¼)	59.95	31.50
300 W Goldo Manumatic	58.50	25.50
300 W Goldo Reflex (2¼x2¼)	86.50	43.50
300 W TDC Duo (2¼x2¼)	67.50	34.50
300 W TDC D	59.50	29.00
300 W TDC Headliner	39.95	16.50
300 W TDC Mainliner	59.50	25.50
300 W Revere Auto Case	69.50	38.50
300 W Viewflex Projectomatic	79.50	41.50
500 W TDC Duo (2¼x2¼)	84.50	52.50
500 W Revere 555 Auto, Case	79.50	42.50
500 W Robomatic Auto, Case	149.50	87.00
500 W Revere 888D Auto, Case	159.50	96.50
500 W La Bella 55 Producer Auto	96.95	42.00
500 W LaBella 75 Auto, Remote, Case	184.95	89.50

ENLARGERS

	New	Used
35mm Federal 135 f4.5 Cond.	$ 54.95	$ 32.50
35mm Focomat 1-C f4.5 Autofocus	183.00	114.50
2¼x3¼ DeJur 11, f4.5 Cond.	99.50	58.50
2¼x2¼ Exact 66 f4.5 Cond.	142.75	79.50
2¼x3¼ Solar 120 f4.5 Cond.	114.50	67.50
2¼x3¼ Sunray f4.5 Cond.	87.50	59.50
4x5 Federal 470 f4.5 Cond.	142.95	85.50
4x5 Solarmatic f4.5	169.50	104.50
5x7 Elwood 5-2 f6.3	97.50	67.50
5x7 Elwood SP-2	117.50	71.00
5x7 Solar	86.50	48.00
8x10 Elwood Commercial	319.00	177.50

PRESS CAMERAS

	New	Used
2¼x3¼ Pacemaker Crown f4.5 cpld RF	$299.50	$117.50
2¼x3¼ Ann Speed Graphic f4.5 cpld ctd. RF flashgun	219.50	80.00
3¼x4¼ Ann Speed Graphic f4.5 cpld rangefinder	—	83.50
3¼x4¼ Pacemaker Crown f4.7 cpld RF flash	—	117.50
4x5 Speed Graphic f4.5 CRF	249.00	79.00
4x5 Pacemaker Crown G'phic f4.5 lens CRF	299.00	119.00
4x5 Linhof f4.5 cpld RF flash	427.50	197.50
4x5 B&J f4.5 cpld RF flash	265.00	87.50
4x5 Busch f4.5 cpld RF flash	263.00	89.50

8mm CAMERAS

	New	Used
B & H 252, f2.3	$ 99.95	$ 23.00
B & H Sportster, f2.5	89.95	36.00
B & H 172A, f1.9 Turret	199.95	114.50
B & H 172 B, f1.9	164.95	87.50
Keystone K-40, f1.9	104.50	62.50
Keystone K-45, f1.9 Turret	189.50	79.50
Kodak Mag, f1.9	149.50	82.00
Revere 40, f2.5	105.50	47.00
Revere 44, f1.9	164.40	89.50
Revere 8-63, f2.5 Turret	152.50	79.50
Revere 80, f2.5	97.50	38.00
Revere 84, f1.9 Turret	147.50	79.00

8mm PROJECTORS

	New	Used
B&H 253 Montoray, 500w	$ 79.95	$ 39.00
B&H Regent, case, 500w	179.95	78.95
Keystone K-109, 750w	149.50	69.00
Keystone K-70, Bright beam 500w	64.95	34.50
Kodak Brownie, 300w	62.00	33.00
Revere 90, 750w	125.00	61.00
Revere 85, 500w	114.50	42.50

16mm PROJECTORS

	New	Used
Bell & Howell 273 A, case	$199.95	$ 98.00
Bell & Howell 202 C, sound	719.95	381.00
Bell & Howell 285 C, sound	449.95	243.50
Keystone A-82	139.50	62.00

RUSH ORDER TODAY!

Orders are filled as received. Some items limited in quantity. Mail-Orders given prompt attention. To choose from best selection — mail order promptly . . . get FIRST CHOICE.

STATEMENT OF POLICY

Items listed offered with 30-day trial-2 year guarantee. No down payment on trade-ins. Minimum down payment 10%. C.O.D.'s with 10% deposit. Prices F.O.B. N.Y. Estimate & include postage and insurance. Overpayments refunded. Prices listed are our net, and do not indicate availability at all times.

hamilton house

Dept. HM-7 545 FIFTH AVENUE
NEW YORK 17, NEW YORK

MURRAY HILL 7-6865

THE TRIPOD WITH A FUTURE

Super QUICK-SET

new TABLE TOP $5.00

Position your still or movie projector exactly where you want it!

Own the TRIPOD with a SYSTEM . . . New Super QUICK-SET! Find out about its many advantages NOW!

Ask your dealer to show you or write for descriptive literature.

QUICK-SET

QUICK-SET, INC.
8113 N. Central Park Ave.
Skokie, Ill.

DISCOVERY

(Continued from page 95)

The same technique is not used in the silhouette of the buildings *(page 95)*. This photograph is almost in monotone, encompassing only the uppermost section of the gray scale, shading from light to lighter gray to white, instead of from black through several grays to white. Here the lack of contrast flattens the scene. Values are close; the buildings, sky, and sun seem separated at most by inches rather than by miles.

In the beginning . . . .

Five years ago, while he was in England with the Air Force, Don Huntstein bought a Leica. This was his first real contact with a precision-made camera, and he was immediately impressed by the mechanics of the machine. Interest in pictures—in the visual world—followed when he "discovered" the work of Henri Cartier-Bresson and that of two other French photographers: Doisneau and Izis.

Although still primarily a 35mm man, Huntstein has expanded his acquaintance with various equipment. In addition to several Leicas, he now owns and uses a Rolleiflex and a 5 x 7 Deardorff. He does his own processing by time and temperature and his own printing when he has time. His subject matter is as varied as his equipment. He photographs people, posed and unposed; landscapes; architecture.

Don Huntstein's characteristic style, this two-dimensional tendency, is not compulsive. He does not impose it on an unwilling or unsuitable subject. In portraits, people are dealt with as people, not just as objects to be fitted into a design. Buildings in his architectural photographs do have depth, perspective. But it is still the capacity to recognize the occasional two-dimensional appearance of things and to use this special way of seeing with control—not to impose it but to capture it when it is there—which is the distinguishing mark of Huntstein's photographic vision.

—P. C.

NOW! NEW HORIZONS
for your 35mm CAMERA
with the TELESTIGMAR
VARIABLE FOCUS TELEPHOTO LENS
4 Different Lenses in 1
175mm (8") ...f3.5 250mm (10")....f5
225mm (9") ...f4.5 315mm (12½")..f6.3

$195.00 complete with all elements and one camera adapter

A convertible lens capable of obtaining various focal lengths by simply using different combinations of the rear lenses. All lens combinations are fully corrected, extremely sharp, even at the widest openings. Its extremely high efficiency is as amazing as its lightweight (18 to 20 oz.) and LOW PRICE!

$195.00 complete with all elements and one camera adapter. Additional camera adapters $16.00 each, available for all popular cameras.

Using the ocular attachment, the Telestigmar may be used as a telescope for up to 40X magnification. $30.00 extra.

Special screw-in lens shade.....$7.00

The House That Confidence Built

WE SHIP ANYWHERE ADD POSTAGE

W-E-L-O CAMERA EXCHANGE INC.

4146 Broadway
Dept. M-7
New York 33

DIRECT by MAIL
KODACHROME
PROCESSING
Licensed by Eastman Kodak
8mm
16mm
35mm

SAVE MONEY

SAVE TIME

8mm Spool $1.00
8mm Magazine (with Mag.)..... .75
16mm 50 ft. Spool..... 1.50
16mm Magazine (with Mag.)..... 1.00
16mm 100 ft. Spool..... 2.50
35mm 20 Exp. Slide mtd. . 1.00
35mm 36 Exp. Slide mtd..... 1.75
Stereo 15 pair Mounted 1.75
Stereo 28 pair Mounted 2.25

REMIT AT ABOVE RATES WITH FILM
DO NOT SEND SEPARATELY!
Send Cash, Check or M.O. No Stamps or COD'S

FREE: MOVIE FILM MAILING LABELS OR 35mm Bags
. . . JUST MENTION SIZE: 8mm Spool or 8mm Magazine, 16mm Spool or 16mm Magazine or 35mm Bags.

ALSO:
8 & 16 Black & White Processing ANY BRAND REVERSAL FILM, Plus X, Tri X 930, 931, etc. AT LOWEST RATES!
SPECIAL RUSH SERVICE ON SPORTS FILM!
Send for Details

SOLAR
CINE PRODUCTS, Inc.
4247 S. Kedzie • Chicago 32, Ill.

FILM PROCESSING SPECIALISTS Since 1937

ONLY 10% DOWN

BUYS EVERYTHING PEERLESS OFFERS, AT NO INCREASE IN OUR LOW PRICES!

PEERLESS CAMERA

415 LEXINGTON Ave. at 43rd St.
NEW YORK 17, N. Y. • MU 7-1000

AMERICA'S GREATEST PHOTO STORE

SIZZLING SPECIAL PURCHASE!
Save $22.00 Off Regular List! Brand New!
LaBelle 'SHOWMAN' 2x2 PROJECTOR
300-Watts! Automatic Changer!
List $59.95! NOW ONLY — 37.95
• 300-Watt Lamp • Blower Cooling • 5" f4 Ctd. Lens • Smooth Focus Action

SENSATIONAL PRICE-BREAK!
Save $159.55! Brand New! German-Import!
Hexacon Reflex
35mm Camera with f2.8 Coated Pre-Set Lens!
Usually $229.50! Now Only — 69.95
• Synchronized for Flash & Strobe • Speeds to 1/1000 • Self-Timer
New Low Prices on Other Hexacon Reflex Cameras:
With f2.8 Ctd. Pre-Set Tessar, Usually $299.75 89.95
With f1.9 Ctd. Pre-Set Meyer, Usually $299.75 89.95
With f2 Ctd. Pre-Set C.Z. Jena, Usually $359.00 99.95

SPECIAL BUY! SAVE $214.70! BRAND NEW!
35mm LEICA Model IIIF
WITH FAST f2 COATED SUMMITAR LENS!
List $384.20! NOW ONLY — 169.50
• Synchronized For Flash and Strobe • Speeds to 1/1000 • Self-Timer • Disc.

EXCLUSIVE BUY! SAVE $59.55! BRAND NEW!
Peertone Tape Recorder
Complete with Microphone and Carry Case!
List $139.50! NOW ONLY — 79.95
• Hi-Fi • 2-Speeds • Dual-Track • Input & Output Jacks • Fast Rewind

PRICES SLASHED ON BRAND NEW, FAMOUS
EXPOSURE METERS
NORWOOD Color-Matic — List $32.95! 16.95
Other Brand New Meter Buys!
WESTON MASTER II — List Price $31.50. Only 18.75
NORWOOD M-3 — List Price $16.95. Only 9.95
Don't Miss Out! Order Today!

NEVER BEFORE . . . ANYWHERE!
Just Arrived! Brand New! Very Latest!
Classic-II Outfit
• Imported 35mm Camera • f3.5 Ctd. Lens • Deluxe Carry Case • Fan-Fold Flashgun
A $51.95 Value! Now Only — 17.95
• Built-In Flash Synchronization • Speeds to 1/200 Second • Rapid-wind Film Lever • Automatic Film Counter

PEERLESS SPECIAL PURCHASE!
Save $29.05 Off Regular List! Brand New!
B&H-TDC 'Showpak'
300-Watt, 2x2 Slide Projector Complete With Deluxe Case and Semimatic Changer
List $61.00! ONLY — 31.95
• Brilliant 300-Watt Lamp • Blower Cooled • Smooth Focus • 4" Coated Lens • All-Metal

SPECIAL VALUE! SAVE $307.05! BRAND NEW!
35mm Canon-VT Outfit
• Camera • f2 Ctd. T.M.C. Lens • Kodak BC Gun • Brockway M-3 Meter • Series VI Filter Kit
List $508.05! 201.00
• Full Flash Synch. • Speeds to 1/1000 • Cpld. RF • Trigger Action Film Advance

SPECIAL VALUE! SAVE $126.30! LIKE NEW!
DeJUR 'EMBASSY' OUTFIT
8mm Camera With 3-Lenses and Gadget Bag!
List $235.80! NOW ONLY — 109.50
• f1.9 Coated Normal • 1½" f1.9 Focusing Telephoto • 6.5mm Coated Wide Angle Lens

FANTASTIC SPECIAL PURCHASE!
Save $20.96 Off Regular List! Brand New!
Famous SPEEDLITE
With Mounting Bracket and Synch Cord!
List $33.91! Slashed to ONLY — 12.95
• Portable AC Unit — Adaptable to Battery • High Color Guide • U.L. Approved • 1/1000 Sec. Flash • Complete with G.E. Flash Tube

SIZZLING PEERLESS EXCLUSIVE!
Brand New! Imported! Lightweight
HAMBLETONIAN Prism Binoculars
WITH CASE & STRAPS!
7X50 Ind. Focus 19.49
6x30. I.F. — Only 13.49
6x30. C.F. — Only 15.49
8x30. I.F. — Only 14.99
8x30. C.F. — Only 16.99
7x50. C.F. — Only 21.49
10x50. C.F. — Only 24.49
16x50. C.F. — Only 27.49
Add 10% F.E. Tax to Binocular Prices.

EXCLUSIVE BUY! SAVE $39.05! BRAND NEW!
Testrite '711' Enlarger
Latest Model! With 3½" f4.5 Coated Lens!
List $59.00 NOW ONLY — 29.95
• For 35mm to 2¼x3¼" Negatives • Red Filter • Adjustable Copy Arm

PEERLESS SLASHES 50% OFF ON BRAND NEW
Radiant Color-Master Screens
For Slide, Stereo and Movie Projection
40" x 40" — List $36.95! 18.48
50" x 50" — List $49.95! 22.98

SPECIAL BUY! SAVE $62.55! BRAND NEW!
KIN-DAR Stereo Camera
With Coupled RF and f3.5 Coated Lenses!
List $99.90! NOW ONLY — 36.95
• Synchronized For Flash and Strobe • Automatic Shutter Cocking • Rapid Rewind Crank

PEERLESS SPECIAL VALUE! BRAND NEW! LATEST
AIRES III • 35mm Camera
With f1.9 Coated Lens! Coupled Rangefinder! Full Flash Synchronization! Speeds to 1/500!
List $89.50 PAY ONLY — 48.00
and Your 35mm or Reflex Camera SUBJECT TO INSPECTION!

PEERLESS SPECIAL VALUE!
Kodak Bantam-RF
Coupled Rangefinder Camera Complete With Fast f3.9 Coated Ektanon Lens!
Orig. List $59.75! 23.95
• Built-in Flash Synchronization • Coupled RF • Shutter Speeds to 1/300 Sec. • Double Exposure Prevention • Uses 828 Rollfilm

EXCLUSIVE! VERY LATEST MODEL!
Save $57.55! Brand New! German-Import!
PEERFLEKTA 'V'
Twin-Lens Reflex! Sharp f3.5 Coated Lens!
A Regular $79.50 Value! Now Only — 21.95
• Synchronized for Flash & Strobe • SVS-Shutter • Speeds to 1/300 Sec. • Self-Timer • Double Exposure Prevention • Sturdy, All-Metal

PEERLESS SPECIAL VALUE! BRAND NEW! LATEST
Konica III 35mm Camera
With f2 Coated Lens! Coupled Rangefinder! Full Flash Synchronization! Speeds to 1/500!
List $110.75! PAY ONLY — 67.50
and Your 35mm or Reflex Camera! SUBJECT TO INSPECTION!

PEERLESS SPECIAL VALUE! BRAND NEW! FAMOUS
Automatic ROLLEIFLEX
MXV-Model, with f3.5 Coated Tessar! Cross-Cpld! Full Synchr! With Case!
List $219.50 YOU PAY ONLY — 89.00
and Your Rolleicord Camera or Equal! SUBJECT TO INSPECTION!

PEERLESS SPECIAL BUY! SAVE $53.80! LIKE NEW!
POLAROID '95' Camera
With Built-in Synch. & Coated Lens!
List Price $89.75! Slashed to Only — 35.95
• Single-Dial Lens and Shutter Setting • Optical VF • Takes 3¼"x4¼" Prints

SPECIAL VALUE! SAVE $145.95! BRAND NEW
4x5 Graphic Press Outfit
Pacemaker Crown with 135mm f4.7 Coated!
List $292.45! NOW ONLY — 146.50
• Synch. Shutter • Speeds to 1/400 • RF • Graphic Back • Optical VF • Disc.

PEERLESS SPECIAL BUY! SAVE $41.00! LIKE NEW!
ARGUS C-3 35mm OUTFIT
35mm Camera • Carrying Case • Flashgun
List $68.50! NOW ONLY — 28.50
• f3.5 Coated Lens • Built-In Synch. • Coupled RF • Speeds to 1/300

PEERLESS SUPER BUYS!

Every Item Guaranteed One Full Year! Only A Partial List Of Great Buys . . . If You Don't See It—Write—We Have It!

FAMOUS 35mm CAMERAS

	New	Used
Leica M3, f2 Summicron*...	447.00	$279.50
Argus C-4, f2.8c*, Case & Gun.	99.50	54.50
Exakta VX, f2 Auto Biotar*.	336.95	183.95
Zeiss Contaflex II, f2.8c*...	179.50	99.95
Konica III, f2c RF.....	119.50	62.95
Minox IIIS Miniature, f3.5c*...	139.50	70.95

2¼x2¼ REFLEX CAMERAS

Auto Rolleiflex, f3.5 Tessar*....	249.50	$108.95
Rolleicord V, f3.5 Xenar c*....	124.55	67.50
Auto Rolleiflex, f2.8 Xenotar*....	289.50	178.95
Rolleicord IV, f3.5 Xenar*....	134.55	53.95

8mm MOVIE CAMERAS

Bell & Howell 134TA, f1.9c....	169.95	$ 94.95
Keystone K33, f2.5c	84.95	44.95
Wollensak 20, Mag. f1.9c.....	139.50	82.95
Bell & Howell 220, f2.5c.....	39.95	18.50

16mm MOVIE CAMERAS

Cine Kodak Royal, f1.9c	179.50	$ 90.95
Bell & Howell 200T, f1.9c....	244.95	143.95
Pathe Super-16 Turret, f1.9c..	515.50	208.95
Cine Kodak Turret f1.9c.....	315.00	186.50
Bell & Howell 70DL, f1.9c.....	369.50	188.50

8mm MOVIE PROJECTORS

Revere 085D, 500-W. Case	124.50	$ 41.95
Keystone K100M, 500-W. Case .	99.50	51.95
Revere 777, 750-W. Case.....	127.50	75.95
B & H Monterey, 500-W. Case..	79.95	39.95

SLIDE PROJECTORS

TDC Streamliner, 500-W.	79.95	$ 44.95
B & H Robomatic, 500-W	149.50	67.50
TDC Model D, 300-Watt Lamp ..	67.50	35.95
Revere 555, 500-W. Case	89.50	42.95
Revere 888, 500-W. Case	144.50	72.95
Argus 300, 300-W. Case	62.50	27.95

Symbols: RF Coupled Rangefinder, c Coated, *Flash Shutter

Only 10% Down • EASY TERMS! Highest TRADE-IN ALLOWANCE

PEERLESS' NEW 1957 • 92-Page CATALOG
Bigger and Better Than Ever! Complete, Illustrated with Full Descriptions! You'll find the Greatest Array of: • Domestic and Imported Makes and Models • Thousands of Versatile Photographic Accessories • Current New & Used Prices • Peerless Exclusives & Special Purchases • Plus Tape Recorders, Binoculars, Audio Visual Equipment • Gift Ideas!
ORDER YOURS TODAY! ONLY 10¢ PER COPY! 25¢ BACK ON YOUR 1st PURCHASE!

Peerless Camera Stores
415 Lexington Avenue
New York 17, N. Y.
Dept. M-7
☐ I WANT TO BUY _____
☐ I WANT TO TRADE _____
☐ Send New GIANT CATALOG. Enclosed find 10¢
Cash ☐ M.O. ☐ C.O.D. ☐
☐ Time Payment. 10% Down Enclosed.
NAME _____
ADDRESS _____
CITY/TOWN _____ STATE _____

PEERLESS' MONEY-BACK GUARANTEE!
All Items Offered Subject to Prior Sale! The Supply of Some Items is Limited. Since Orders Are Filled in Sequence, Rush Your Mail Order in Today! Worthy Substitutions May Be Made, Unless We Are Advised to the Contrary! 10 Days Free Trial. 1 Full Year of Service! Add Shipping Costs. We'll Refund Every Cent Not Used! If you prefer C.O.D. Send 10% Deposit.

CONTENTS OF ADS COPYRIGHTED! PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

What's Ahead?

by LLOYD E. VARDEN

Still another new type film base! Which one will eventually win?

Although practical photographers are usually more interested in improvements of film emulsion properties than in improvements of the support upon which the emulsion is coated, comparatively recent changes in the industry, accompanied by considerable fanfare, have brought the subject of film base to the front.

Only a few years back the photographic industry went over to cellulose acetate film base for nearly all film products. Acetate base had been in use for many years previous to this where noninflammability was of prime importance. But due to its higher manufacturing cost, poorer dimensional stability characteristics, and certain other undesirable physical properties, cellulose acetate had not been accepted generally in place of the inflammable cellulose nitrate base. So-called "mixed ester" film base types, such as cellulose acetopropionate, overcame many of the shortcomings of cellulose acetate base, but these were even more expensive to manufacture. It was not until advances were made in producing "high acetyl" film base—sometimes called "triacetate"—that cellulose nitrate base dropped from the scene.

This improved cellulose acetate base by no means represented a complete solution to all film base problems. It fell far short, for example, in holding its dimensions well enough to replace glass plates for critical applications, such as in graphic arts color separation work. It also had to be made somewhat thicker than desirable to have acceptable strength properties. Thus, the search continued for a flexible plastic material that had better dimensional stability and strength without suffering from other shortcomings in comparison with cellulose acetate as a base material.

Limitations of non-cellulose bases

By now every photographer is aware of DuPont's "Cronar" polyester film base as their solution to the problem. Lesser known are the applications of vinyl and polystyrene resins by Ansco and Kodak, respectively, as base materials for special graphic arts films. None of these newer film base types represents a really ideal answer to the total problem. They are all more expensive, for example, than cellulose acetate base. Vinylite base is not transparent and tends to be brittle, and I understand that Ansco expects to drop it in favor of polystyrene base for their special graphic films. Cronar base is difficult to manufacture uniformly and is subject to bubbles, called "fish eyes." Moreover, it is not soluble in ordinary organic solvents, making Cronar-base motion picture films difficult to splice.

But probably the major objection to these non-cellulose type bases is that special equipment is required for their manufacture. DuPont had to build an entirely new plant for the production of their Cronar base. Ansco purchased their Vinylite base from an outside supplier and, if they change to a polystyrene base, will have to continue this practice. Even Kodak buys their polystyrene base from an independent manufacturer. Obviously, film producers much prefer to make their own film supports. But to scrap existing equipment and build new plants, as DuPont did, is a costly and major technological undertaking.

The new film base

The first clue to an entirely new type film base that can be made on the existing equipment of film manufacturers, and which has dimensional stability characteristics equal to Cronar and about the same strength, was in an address given by Dr. H. Schnell of the Bayer company in Germany before the German Chemical Society in Hamburg on September 22, 1956. This address has subsequently been published in *Zeitschrift fur Angewandte Chemie* (Volume 68, issue 20, pages 633-640).

Dr. Schnell described the application of "polycarbonates" for producing clear foils and film base by continuous casting methods, as now employed for cellulose acetate base. In these methods the base is formed by flowing a solution of the polymer substance onto a continuously moving band or wheel, and when the solvent evaporates, the plastic film layer strips away. Polymer substances which cannot be made to form plastic foils and sheeting from solutions are often "extruded" under pressure through thin slits and then stretched, as in the case of Cronar.

Now the chemistry of producing polycarbonates is too involved to discuss here, but "chemically" they are rather easily made. Typical of the raw materials are so-called Bis-Phenol A and phosgene which, when reacted, form polymer chains with CO_2 (car-

(Continued on page 120)

RUSS SAVES YOU MONEY ON Quality PHOTO PROCESSING

LOW, LOW prices . . . PLUS consistent top quality work . . . PLUS fast, dependable service are the reasons why we make "fans" of our customers. A trial order will make one of you too!

KODACHROME COLOR FILM PROCESSING

ROLL FILM:		**8MM KODACHROME MOVIES:**	
35MM, 20 exp., mounted	$1.00	25 ft. magazine	.75
35MM, 36 exp., mounted	2.00	25 ft. roll	1.00
828, per roll, mounted	1.00	**16MM KODACHROME MOVIES:**	
STEREO:		50 ft. magazine	1.00
35MM, up to 16 pairs, mounted	1.75	50 ft. roll	1.50
35MM, up to 32 pairs, mounted	2.75	100 ft. roll	2.50

EKTACHROME and ANSCOCHROME COLOR FILM PROCESSING

ROLL FILM:		**STEREO:**	
35MM, 20 exp., mounted	1.00	35MM up to 16 pairs, mounted	1.75
35MM, 36 exp., mounted	2.00	35MM up to 32 pairs, mounted	2.75
828, per roll, mounted	1.00	**CUT FILM:**	
120-620, unmounted	1.00	Up to 3¼ x 4¼, per sheet	.25
120-620, mounted, square, or superslides	1.50	4 x 5, per sheet	.35
		5 x 7, per sheet	.45
		8 x 10, per sheet	.75

Duplicates of your favorite 35MM slides, each .25¢

KODACOLOR COLOR FILM PROCESSING & COLOR PRINTS

PACKAGE PRICE:		**DEVELOPING ONLY,** per roll	.75
8 exp. roll developed & printed	$2.50	**PRINTS:** Double size 30¢ ea. 4 for	1.00
12 exp. roll developed & printed	3.50	5 x 7	1.40
		8 x 10 mounted	3.25

COLOR PRINTS AND ENLARGEMENTS

WALLET SIZE	(app. 2x3) from 35mm, 828 slides. No cropping.	25¢ each	6 for 1.00
WALLET SIZE	(app. 2x3) from 120, 620 slides. No cropping.	30¢ each	5 for 1.00
ALBUM SIZE*	(app. 3x4) No cropping.	40¢ each	3 for 1.00
GIANT SIZE*	(4x5) May be cropped.	60¢ each	2 for 1.00
PORTRAIT SIZE*	(5x7) May be cropped.	85¢ each	3 for 2.25
SALON SIZE*	(8x10) May be cropped. *From any size transparency.	1.75 each	2 for 3.25

MINOX & SUBMINIATURE FILM PROCESSING & PRINTS

DEVELOPING ONLY		**PRINTS:** Black & white enlargements on a deluxe medium weight satin paper
Black and White, or Color, per roll	1.00	3x4 ..... 10¢ 5x7 ..... 75¢
MINOX FILM		
Developed and printed, full roll	5.00	

48 HOUR SERVICE

RETURN POSTAGE FREE For Fast FIRST CLASS mail add 10¢ for AIR MAIL Service add 25¢

SEND FOR FREE MAILING ENVELOPES

RUSS PHOTO SERVICE

(minimum order $1.00)

P. O. BOX 323B, COOPER STATION, N. Y. 3, N. Y.

DON'T BE CONFUSED . . .

For over 12 years, Life Color Labs has produced the finest in color processing and printing . . . at reasonable prices!

See for yourself the difference expert attention of experienced graduate color technicians can make in developing, printing or duplicating your prized color films.

COLOR PRINTING & DEVELOPING SERVICE

WALLET SIZE.....25c

2½ x 3½	40c	5 x 7	1.25
3½ x 3½	50c	8 x 10	2.50
3¼ x 4	60c	11 x 4	4.95
4 x 5	75c	16 x 20	10.00

35mm Color Duplicates.....25c

Cropping & Dodging on Request Add 50%

ANSCO COLOR & EKTACHROME SHEET FILM PROCESSING
6 Sheets or Less

2¼ x 3¼	$1.25	20c ea.
3¼ x 4¼	1.50	20c ea.
4 x 5	1.75	25c ea.
5 x 7	2.50	35c ea.
8 x 10	3.75	60c ea.

"Wallet Size" Prints ONLY, Limited to Transparencies Not Larger Than 2¼ x 3¼.

PROCESSING — Ansco Color, Ektachrome 120 & 620 Rolls..... @ $1.00

Ansco Color & Ektachrome 35 mm. 20-exp. Rolls, Processed & Mounted @ $1.00

Ansco Color 35 mm "Mercury Rolls" Processed & Mounted..... @ $1.50

ORDER LIFE COLOR PRINTS

FREE! POCKET BOOKLET

"How to Select Transparencies for Good Color Prints"
easy to read, easy to follow instructions on how to select transparencies without guesswork.

LIFE COLOR LAB
12 Third Street
Saratoga Spa, N. Y.

Quality is our most important consideration . . . Service our constant goal.

BIG SAVINGS AT CENTRAL CAMERA COMPANY *since 1899*

GET OUR QUOTATION

I AM INTERESTED IN:

I WISH TO TRADE:

ALL MERCHANDISE SOLD WITH MONEY BACK GUARANTEE

4 WAYS TO BUY
Cash * Charge * Budget * Layaway

CENTRAL CAMERA CO. Dept. M7D
230 So. Wabash Ave. Chicago 4, Ill.
☐ Send FREE CENTRAL BARGAIN BOOK

Name
Address
City *Zone* *State*

FREE COLOR ENLARGEMENT
with Ektachrome, Kodachrome and Anscochrome, custom quality, processed by experts.

EKTACHROME and ANSCOCHROME 120 and 620		$1.00
EKTACHROME and ANSCOCHROME 35mm	20 exp.	1.25 (mounted)
	36 exp.	2.00 (mounted)
KODACHROME	20 exp.	1.50 (mounted)
	36 exp.	2.50 (mounted)

Free Coupon Good for Wallet-Size Custom Color-Print With Every Roll Processed

EKTACHROME and ANSCOCHROME, factory fresh guaranteed reloads 20 exp. $1.50; 5 for 6.95
KODACHROME original rolls 20 exp. 1.59; 36 exp. 2.29

DELUXE COLOR PRINTS from your transparencies . . . full 2¼ x 3¼ . . . only 35¢

Send for complete price list and mailing bags. Money back if not satisfied.

NATIONAL PHOTO LABS NEW HYDE PARK 11 N Y

SAVE on KODA COLOR and CHROME PROCESSING

KODACHROME PROCESSING & MOUNTING
20 ex. roll (Reg. $1.50) $1.00 | 8mm roll (Reg. $1.50) $1.10
36 ex. roll (Reg. 2.50) 1.75 | 8mm mag. (Reg. 1.10) 75¢
KODACOLOR — ANY SIZE ROLL DEVELOPED
(regular 90¢) only 75¢
KODACOLOR JUMBO PRINTS (regular 32¢) only 25¢
ANSCOCHROME and EKTACHROME PROCESSING and MOUNTING . . . 20 exp. roll . . . only $1.00
(WALLET SIZE PRINTS from Transparencies 25¢)
Send Film or Write for FREE MAILER and Complete PRICE LIST

PHOTO WHIZ Box 227 R Mineola L.I. N.Y.

STUDY PHOTOGRAPHY
COMMERCIAL • PORTRAIT • ILLUSTRATIVE
Finest professional instruction & equipment. Coed. Living accommodations secured for men. Attractive dormitory for out-of-town girls. G.I. Approved. Enter 1st Monday each month. WRITE OFFICE OF REGISTRAR, ROOM 347.

RAY-VOGUE
750 North Michigan Ave., Chicago 11

WHAT'S AHEAD

(Continued from page 118)

bonate) linkages. There are numerous other possible reactants, however, allowing for a wide range of polycarbonate materials of varying properties.

To my knowledge the first photographic film introduced using this new type base is Agfa's Printon P, put on the market in Germany in January, 1956. Incidentally, Printon P is a film like Reprolith or Kodalith and not a color print material. From all reports the film has as good dimension-holding characteristics as an equivalent film using Cronar base, and the base has the advantage that it is not readily stretched. Also, the base is not subject to "fish eye" formation during manufacture.

Now it was recently reported (*Chemical Week*, April 6, 1957, pp. 96, 98, and 100) that in this country General Electric has been working along lines similar to Bayer in Germany. GE has a polycarbonate called Lexan, claimed to have much lower heat distortion than polystyrene and several other polymer materials. The price for the polycarbonate, though, is expected to be around $2.50 per pound, which makes it quite expensive as a film base material for all-around application. No doubt this initial price will be greatly reduced once volume production gets under way.

In any case, it looks as though chemists are getting closer to the ideal solution of the film base problem.

—THE END

Free Literature

The Polaroid Corp. is offering two illustrated booklets which describe the commercial, industrial and professional uses of **Polaroid's new black-and-white transparencies.** *Slides-on-the-Spot* tells of the various fields in which they can be used, the different ways in which they can be presented to an audience, and the cost of the transparencies, projectors, mounts, and other equipment. The other booklet, *On Your Feet!*, specifically discusses the use of the slides in relation to speech making. Also included are tips for more effective speeches. For your free copies, write to *Customer Service Department, Polaroid Corp., Cambridge, Mass.*

Coincident with the recent introduction of the various **new Zeiss Ikon cameras**—Contaflex, Contina, and Ikoflex Favorit—colorful new brochures on each of these West German-made cameras and their accessories are now available. For your free copy, contact your photo dealer, or write to *Carl Zeiss, Inc., 485 Fifth Ave., New York 17, N. Y.*

No Come-Ons or Misleading Claims...

Only THE WORLD'S LARGEST CAMERA STORE

WILLOUGHBYS

with its

GIANT Volume · TINY Markup · EXCLUSIVE Buys

can give you *true*

ROCK BOTTOM PRICES!

WORLD'S LARGEST CAMERA STORE

8 FLOORS OF PHOTO BARGAINS

WILLOUGHBYS *"Selected Money-Savers"*

All items listed are used, in perfect condition and fully guaranteed for 1 full year. Some are one-of-a-kind bargains, so please give second or third choice.

35mm Cameras	LIST	NOW
Kodak Bantam, f:4.5 lens	$ 57.50	$ 19.50
Leotax, f:2 lens	269.50	129.50
Kodak Rangefinder 35, f:3.5 lens, case	86.75	27.50
Kodak Pony 135, f:4.5 lens	29.75	18.50
Argus C3, case and flash	69.95	34.50
Kodak Pony 828, f:4.5 lens	31.50	17.50
Leica IIIC, Elmar f:3.5, case	227.00	79.50
Leica IIIF, Summitar f:2	313.00	189.50
Leica M3 Summicron f:2	468.00	269.50
Lordomat, f:2.8 lens	99.50	59.50
Bolsey C, f:3.2 lens	89.50	34.50
Retina IIA, Xenon f:2 lens	127.50	74.00
Kodak Bantam Special, Ektar f:2 lens	115.00	48.50
Vito III, Ultron f:2 lens, X-Sync Compur	157.50	64.50
2¼x2¼ Cameras		
Super Ikonta BX, Tessar f:2.8 lens MX	$145.00	$ 84.50
Super Ikonta B, Tessar f:2.8 lens	154.00	94.50
Auto Rolleiflex, Tessar f:3.5 lens	249.50	94.50
Auto Rolleiflex, Xenar f:3.5 lens	234.50	99.50
Ciroflex F, f:3.2 lens, Rapax Sync. Shutter	148.75	54.50
Ciroflex B, f:3.5 lens, Alphax Shutter	75.60	29.50
Ciroflex D, f:3.5 lens, Alphax Sync. Shutter	87.90	42.50
Ciroflex E, f:3.5 lens, Rapax Shutter	117.55	54.50
Ikoflex II, Tessar f:3.5 lens	96.00	44.50
Ikoflex I, Tessar f:3.5 lens, Sync. Shutter	116.00	59.50
Rolleicord, Triotar f:3.5 lens	139.50	39.50
Rolleicord IV, Schneider f:3.5 lens, MX Sync.	139.50	69.50

Press Cameras	LIST	NOW
3¼x4¼ R.B. Super D Graflex, Ektar f:4.5 Automatic Diaphragm	$335.00	$109.50
2¼x3¼ Busch Pressman, f:4.5 lens, Rapax-Sync. Shutter, Kalart Rangefinder	219.00	89.50
2¼x3¼ Makina, f:2.9 lens		49.50
2¼x3¼ Omega 120 Camera, f:3.5 lens, flash shutter	239.50	119.50
8mm Movie Cameras		
DeJur Citation, f:2.5 lens	$ 77.50	$ 39.50
Revere 70 Magazine, f:2.8 lens	109.50	49.50
DeJur 100 Magazine, f:1.9 lens	154.50	89.00
Bell & Howell 172A Turret Mag. with ½ in. f:1.4 and 1½ in. f:1.9 Lenses	332.85	189.00
Cine Kodak Reliant, f:1.9 lens	110.00	49.50
Bell & Howell Sportster, f:2.5 lens	89.95	39.50
Keystone K8, f:2.5 lens	64.50	19.50
Bell & Howell 172A, Magazine, f:2.5 lens	169.95	99.50
16mm Movie Cameras		
Cine Kodak Magazine, f:1.9 lens	$150.00	$ 84.50
Bell & Howell 200S Magazine, f:2.5 lens	174.95	90.00
Kodak Royal Magazine, f:1.9 lens	179.50	89.50
Revere 36 Magazine, f:1.9 lens	194.50	119.50
Keystone Mayfair Turret Mag. f:2.7 lens	189.50	73.25
Cine Kodak K, f:1.9 lens, case	112.45	65.00
Bell & Howell Automaster, f:1.9 lens	289.95	100.00

"BELOW DEALER COST" Voigtländer CLOSE-OUTS!

50% OFF on BRAND NEW

35mm **VITO B**

- Rapid Film Transport Lever, cocks shutter, advances film.
- Large Optical Viewfinder
- Pop-up rewind knob
- Synch shutter, speeds to 1/200 sec.

Reg. $45.50 with Color-Skopar 50mm f3.5 lens.

ONLY **$22.75**

Please add $1.50 to cover postage and handling.

Plus Eveready Leather Case, Reg. $8.25 Only $4.13 Addt'l.

BRAND NEW 50% OFF

FAMOUS 35mm

VITESSA L

With BUILT-IN EXPOSURE METER

- Fingertip action advances film, cocks shutter.
- Light-value Synchro-Compur shutter, speeds to 1/500 sec.
- Coupled Rangefinder With Color-Skopar 50mm f2.8 Lens.

Reg. $139.50

ONLY **$69.75**

Plus Eveready Leather Case, Reg. $10.50 Only $5.25 Addt'l

Please add $1.50 to cover postage and handling.

"Super-Specials"

EXAKTA VX

List $336.95
YOU SAVE $197.45

NOW **$139.50**

with 58mm f2 Preset Biotar Lens

Please add $1.50 for postage and handling.

RETINA IIIC

List $190.00
YOU SAVE $105.50

- Xenon f2 lens
- Built-in Exposure Meter
- MX shutter

NOW **$84.50**

Please add $1.50 to cover postage and handling.

LEICA IIIF

List $336.00
YOU SAVE $166.50

NOW **$174.50**

- Summicron f2 lens
- Speeds to 1/1000 sec.

Please add $1.50 for postage and handling.

All of the above cameras are Used in perfect condition and fully guaranteed.

WE HAVE A COMPLETE SELECTION OF LENSES AND ACCESSORIES FOR Leica, Canon, Nikon, Contax, Exakta, Retina etc. WRITE FOR OUR BARGAIN PRICE LIST !

SAVE OVER 40%

Superb **ELECTRONIC FLASH UNIT**

Reg. $59.50 NOW **$34.50**

Guaranteed guide numbers . . . guaranteed light output . . . perfectly exposed pictures every time: Black & White 180—Kodachrome (ASA 10) 40-50; (ASA 32) 70-80! 200 to 300 flashes for just 80c. WORKS ON AC TOO!

Please add $1.50 to cover postage and handling

SAVE $16.65 Famous BEWI "Automat A" EXPOSURE METER

The perfect, precision meter for still and movie camera use . . . get correct exposures every time, with any film, by just pressing the button.

Please add 25c to cover postage and handling. List $29.50

NOW USED **$12.95**

Famous German Import BRAND NEW Arette 1B

Precision 35mm camera with BUILT-IN Light Value EXPOSURE METER

Reg. $79.95 SAVE $45

NOW **$34.95** plus $5 case

- Needle-sharp f2.8 lens
- MVX Flash Synch
- Prontor SVS shutter, speeds to 1/300th
- Automatic Advance lever
- Built-in self timer

10% DOWN — 10 DAY FREE TRIAL

WE WILL PAY YOU CASH OR GIVE YOU HIGHEST TRADE-IN ALLOWANCE ON YOUR USED EQUIPMENT!

OUR OWN EXPORT DIVISION AUDIO-VISUAL AND GRAPHIC ARTS DEPARTMENTS

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

I am interested in.....

.....

I wish to trade the following.....

.....

.....PLEASE MAIL FREE QUOTATION

NAME.....

PHONE NO.....

ADDRESS.....

CITY.....STATE.....

WILLOUGHBYS

110 WEST 32nd STREET, NEW YORK 1, N. Y. · LO 4-1600

35MM KODACHROME
FACTORY PACKED — 1957 DATED
PRICE INCLUDES PROCESSING
20 EXP. — 36 EXP.
3 ROLLS $7.89 — 3 ROLLS $11.49
6 FOR 14.95 — 5 FOR 18.69
10 FOR 24.59 — 10 FOR 35.89

MOVIE KODACHROME
Factory Packed — 1 YR. EXP. DATE
PRICE INCLUDES PROCESSING
8mm — 16mm
3 ROLLS $9.39 — 1 ROLL $8.45
5 FOR 15.49 — 3 ROLLS 24.75
10 FOR 29.95 — 6 FOR 47.95
8 mm MAG 25 FT — 16mm MAG 50 FT
3 MAGS 10.95 — 3 MAGS 16.50
10 FOR 35.35 — 10 FOR 52.50

35MM ANSCOCHROME EKTACHROME
FACTORY FRESH — 1 YR. EXP.
PRICE INCLUDES PROCESSING
20 EXP. — 36 EXP.
3 ROLLS $6.49 — 3 ROLLS $9.99
10 FOR 19.97 — 10 FOR 29.95

GOLDEN GATE COLOR PRINTS
2½x3½—25c ea.—ANY 5 FOR $1.00
4 x 5 — 50¢ ea. — ANY 5 FOR 2.00
3½x5—35c ea.—ANY 3 FOR $1.00
5 x 7 — 75¢ ea. — ANY 4 FOR 2.90
8 x 10—$1.50 EA
ANSCOCHROME & EKTACHROME DEVELOPING & MTG.
35mm—20 EXP.....$1.00 MTD.
120-620 . . . 75c PER ROLL, 3 FOR $2.00, MOUNTING
5c EXTRA PER TRANSPARENCY INCLUDING SUPER SLIDES
ON FILM ORDERS PLEASE ENCLOSE 5c PER ROLL FOR POSTAGE

35mm SLIDE DUPLICATES
5 FOR $1.00
15 FOR 2.50

35mm EKTACHROME
Not Aero
1 YR. EXPIRATION
28 Ft. + 8 CARTS $10.95
100 Ft. + 35 CARTS 35.95

28 ft. ANSCOCHROME
FREE Film Loader — Notched Frame Numbered.
8 Free Carts.
8 Free Mail Bags.
ALL FOR $8.95

28 ft. ANSCOCHROME
1 — FREE Daylight Film Loader
2 — 8 Free Carts., 8 Mail Bags
3 — Price Includes Dev. & Mtg.
FOR 8 ROLLS - COMPLETE $14.95

GOLDEN GATE COLOR PRINTS P. O. BOX 46056 DEPT. M7 COLE BR. HOLLYWOOD 46, CALIF.

HOW TO FILM CHILDREN, by M. Natkin $1.75 plus 3% sales tax for N. Y. C.
A good, British approach to getting movies of your children, by one of Europe's leading camera men.
at your dealer or from AMPHOTO, 33 W. 60th St., N. Y. 23

Gorgeous
2 x 2 COLOR SLIDES
Set of 8.... $1.50
Latest Releases (8 slides each)
EGYPT, JORDAN, TURKEY, IRELAND, GREECE, ISRAEL, FRENCH MOROCCO, NORWAY, EL SALVADOR, HONDURAS, GUATEMALA, HOLLAND, SPAIN, PORTUGAL, SCOTLAND, SWEDEN, PANAMA
FREE 2 x 2 HAND VIEWER
(1.00 value) sent with order for 3 or more sets.
2 or more sets shipped post-paid
Send check or M.O. to:
STENMARK P.O. BOX 160 TIMES SQUARE STATION, N.Y.C.

CREATIVE PHOTOGRAPHY
Not a "school". A different KIND of teaching—different in intent, method and results. 38th year. Write for booklet M-51.
RABINOVITCH PHOTOGRAPHY WORKSHOP
40 West 56 New York 19

8mm-16mm FILM
• Black & White
• Color
• Home Processing Equipment and Supplies
Save Money! Write for FREE Catalog
SUPERIOR BULK FILM CO.
442-44 N. Wells, Dept. MP-7, Chicago 10, Ill.

FILMS DEVELOPED & ENLARGED
8 JUMBO PRINTS in Album ONLY 45¢
12 exp. Roll .....65¢
16 exp. Roll .....85¢
20 exp. Roll 1.10
36 exp. Roll 1.65
35MM B&W Reloads .....70¢
20 Wallet size photos from your favorite photograph or negative $1
35mm Ansco Color, Dev. & Mtd. .....85¢
Ansco. Ekt. 120-620 Dev. ...75¢
FREE MAILER
SEND POSTCARD FOR FREE MAILER TODAY
Quality Guaranteed or Money Refunded
KODACOLOR PRINTS
8 exp. roll complete $3.10
12 exp. roll complete 4.25
16 exp. roll complete 5.40
Kodacolor Prints, each 29
5x7 .....$1.20 8x10 .....3.00
ANSCOCHROME & EKTACHROME
35mm 20 exp. Dev. & Mtd.....$0.85
120 & 620—Dev. only.....75
Dev. & 8 Prints 3.10
Dev. & 12 Prints 4.25
COLOR PRINTS FROM TRANSPARENCIES
2x3 .....25¢ 4x $0.75
2x .....35¢ 5x7 .....1.25
3x .....50¢ 8x10 .....2.25
Duplicate Transp., each.....25
KODACHROME PROCESSING
K 135 in 2x2 Mounts—20 exp. $1.20
36 exp. 2.00
K 828 in 2x2 Mounts 80
K 135 in Stereomounts—20 exp. 15 slides 1.80
36 exp. 28 slides 2.80
8mm roll .....$1.20 16mm Mag. 1.00
8mm Mag. .... .85 16mm 100 ft. roll.... 2.80
Mel's PHOTO Box 106-C B'klyn 20, N.Y.

35mm FINE GRAIN
Developed and ENLARGED $1.75 20 exp. roll 36 exp. $2.25
Superb 3¼ x 4½ prints on single weight glossy paper.
Factory fresh, guaranteed 35mm frame numbered reloads. Plus-X, Panatomic-X, Super-XX, Tri-X
20 exp. reloads 45¢ ea.....5 for $2.00 36 exp. reloads 65¢ ea.....5 for $3.00
12 EXPOSURE 120 or 620 FILM Fine Grain
Developed and enlarged to 3½ x 3½.....$1.30
8 exp. rolls to 3¼ x 4½.....$ .50 16 exp. rolls to 3¼ x 4½.....$1.50
Send for mailing bag and complete price list of all our black and white, and color services. Money back, if not satisfied.
NATIONAL PHOTO LABS NEW HYDE PARK 10 N Y

Amateur or Professional PHOTOGRAPHERS NEEDED
Any Age
Use Own Equipment
Credentials Furnished
INTERNATIONAL PRESS, ASSN. INC.
30 N. La Salle St., Chicago 2, Ill.
MAIL COUPON
International Press Assn. Inc.
30 N. La Salle St., Chicago 2, Ill.
Gentlemen: I wish to apply. Please send application to:
.....
.....
M7 .....

WHICH METER FOR YOU? HERE'S A LIST OF THEM

Here is MODERN's comprehensive listings of all photoelectric exposure meters. From it you can find out if the meter has a dual range scale or separate booster for low light conditions; also whether LVS numbers are included for cameras with LVS shutters. Also listed here is the country in which each meter was made and the approximate price. You'll find the listing divided into regular hand meters and meters designed to slip into the accessory shoe on your camera.

By the way, be sure not to miss the big exposure package MODERN is giving away free to each reader. See *page 108* for details.

ACTINOS (Germany): dual range; incident light provision; LVS scale; price $17.50. **ACTOPHOT U** (Germany): dual range; incident light provision; LVS scale; price $12.95; with Polaroid numbers $13.95. **ALPEX** (Japan): dual range; incident light provision; LVS scale; price $8.45. **ARGUS L-3** (Germany): dual range; incident light provision; booster cell extra; direct reading; price $16.95; booster cell $7.95. **BERTRAM BEWI AUTOMAT C** (Germany): dual range; incident light provision; LVS scale; Polaroid numbers; price $29.95. **BROCKWAY NORWOOD DIRECTOR MODEL-S** (Japan): incident light meter; dual range; reflected light accessory included; LVS scale; Polaroid numbers; price $29.50 including 3 direct reading slides. **DE JUR 5B** (U. S. A.): measures reflected light only; price $15.95. **DE JUR PROFESSIONAL** (U. S. A.): dual scale; one scale for incident light readings, other for reflected light; price $24.95. **ELITE** (Japan): dual range; LVS scale; booster cell included; price $9.95. **EXPORITE** (Japan): dual range; booster included; LVS scale; price $9.95. **EXPOTEL 64** (Japan): dual range; booster cell included; incident light provision; LVS scale; Polaroid numbers; price $9.95. **FR EXPOSURE METER** (Japan): dual range; booster cell included; incident light attachment extra; LVS scale; price $9.95; incident light attachment $1.50. **G. E. GUARDIAN** (U. S. A.): dual range; booster cell extra; LVS scale; Polaroid numbers; pointer lock; price $34.50; incident light attachment $1.50; booster cell $7.95. **G. E. MASCOT** (U. S. A.): direct reading for stills at 1/50 and cine at 16 frames; price $16.95. **GE PR-1** (U. S. A.): dual range; incident light attachment extra; pointer lock; price $27.50; incident light attachment $1.50. **GOSSEN DUAL SIXON** (Germany): dual range; incident light provision; price $13.95. **GOSSEN LV SIX** (Germany): dual range; incident light provision; LVS scale; color finder measures color temperature; price $17.97. **GOSSEN SIXTOMAT X-3** (Germany): dual range; incident light provision; LVS scale; price $24.95. **HORVEX** (Germany): dual range; booster cell extra; incident light provision; price $24; booster cell $7.50. **IDEAL** (U. S. A.): incident light

meter; direct reading; price $9.95. **IKOPHOT RAPID** (Germany): incident light provision; LVS scale; price $25. **KALIMAR A-1** (Japan): dual range; booster cell included; incident light provision; LVS scale; Polaroid numbers; price $11.95; without booster cell $8.95; booster cell $3.50. **METAR** (Japan): dual range; booster cell included; price $9.95. **MINIREX II** (Germany): direct reading; price $9.95. **MINOX** (Germany): reads direct for Minox camera; has conversion scale for other cameras; built-in viewfinder; price $27.95; gold plated model $65. **OCEAN ELITE** (Japan): dual range; booster cell extra; incident light provision; LVS scale; price $8.45; booster cell $3.50. **SEKONIC L-21** (Japan): dual range; LVS scale; price $14.95. **SEKONIC LEADER DE LUXE** (Japan): dual range; booster cell included; incident light provision; LVS scale; Polaroid numbers; price $11.95; without booster cell $8.45; booster cell $3.50. **SKAN DELUXE** (U. S. A.): dual range; incident light provision; reads direct; built-in finder; price $24.50. **SKAN QUICK** (U. S. A.): direct reading; LVS scale; price $17.50. **UNITTIC HYPER-VII** (Japan): dual range; LVS scale; price $7.95. **VOTAR** (Japan): dual range; LVS scale; price $7.95. **WALZ CORONET B DELUXE** (Japan): dual range; booster cell included; incident light provision; price $9.95. **WALZ MOVIE METER** (Japan): direct reading for movies; dual range; price $5.95. **WESTON DR** (U. S. A.): incident light provision; direct reading; price $16.95. **WESTON MASTER III** (U. S. A.): dual range; incident light attachment extra; LVS scale; Polaroid numbers; price $32.50; incident light attachment $2.50.

ACCESSORY SHOE METERS

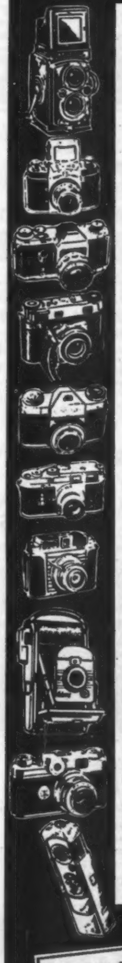
ARGUS L-44 (Germany): dual range; booster cell extra; incident light provision; price $17.50; booster cell $7.50. **BRAUN PICO** (Germany): dual range; pointer lock; price $21.95. **ETALON COMPACT** (Japan): dual range; incident light provision; LVS scale; price $9.95. **GOSSEN SIXTI** (Germany): dual range; incident light provision; price $24.95. **KALIMAR** (Japan): incident light provision; LVS scale; price $9.95. **KEYSTONE KX20:** direct reading for movies; price $15.45. **KONICAMETER** (Japan): dual range; LVS scale; price $9.95. **LEICA METER 3** (Germany): dual range; booster cell included; incident light provision; LVS scale; price $24; without booster cell $18; booster cell $7.50. **LEICA METER MC** (Germany): dual range; booster cell included; incident light provision; couples to shutter speed dial of Leica M3; price $39; without booster cell $33; booster cell $7.50. **METRAPHOT 3** (Germany): dual range; booster cell included; incident light provision; LVS scale; price $24; without booster cell $18; booster cell $7.50. **OCEAN ADVISER** (Japan): direct reading; price $8.95. **PRIXI** (Germany): LVS scale; price $14.95. **SEKONIC COMPACT** (Japan): dual range; incident light provision; price $9.95. **VOTAR MODEL 6** (Japan): direct reading; price $7.95. **WALZ CORONA** (Japan): dual range; LVS scale; Polaroid numbers; price $9.95.—**THE END**

SAVE MONEY! BUY DIRECT!

Camera Import Corporation is actually able to sell you the finest equipment below the price you would have to pay in the countries where they are made! Every brand and type camera, lens and accessory from Europe and Japan offered at savings that cannot be duplicated! No time payments, no fancy trimmings . . . just honest-to-goodness discounts and the highest trade-in allowances!

35mm Cameras, Reflex, Press, View and Folding Cameras, Enlargers, Over 10,000 Lenses Available. 8mm and 16mm Movie Cameras and Projectors, Slide Projectors, Screens, All Accessories Available.

WORLD'S FINEST EQUIPMENT—*at lowest prices!*



STILL CAMERAS	
Agfa	
Automatic 66 f3.5	179.50
Ambi Sillette f2.8	139.50
Sillette L f3.5	99.50
Sillette L f2	149.50
Ansco	
Memar f3.5	29.95
Super Memar f2	92.50
Super Memar f3.5	59.00
Super Regent f3.5	67.50
Super Speedex	89.50
Argus	
Argus C-3	54.50
Argus C-4	66.90
Argus C-44	79.80
Asahiflex f3.5	74.50
Asahiflex f2.4	90.00
Aires III LVS f1.9	74.50
Bolsey Jubilee f3.2	49.50
Canon IVS-2 f3.5	158.00
Canon V f1.8 L.N.	239.50
Canon V f1.1	395.00
Reflex Cameras	
ConSol f2	119.50
Pentacon f2	119.50
Pentacon f2.8	98.50
Pentacon P Fully Aut. f2	140.50
Pentacon PB fully aut. with exposure meter f2	180.50
Zeiss Cameras	
Contaflex f2.8	*
Contaflex II f2.8	*
Contaflex III f2.8	*
Contaflex IV	*
Contax IIA f2	*
Contax IIIA f1.5	*
Contax IIIA f1.1	*
Contina IIA f2.8	*
Edixa Cameras	
Edixa Reflex f2.8	99.50
Edixa Reflex f2	149.50
Edixa f2.8	38.75
Exakta VX	124.50
Exakta VX IIA	*
Exakta VX f2.9	147.00
Exakta 66 f2.8	195.00
Flexarette f3.5	29.00
Gami	289.50
Regula Gypsy f2.8	46.50
Hasselblad	289.50
Ikoflex Ib	74.50
Ikoflex Favorit	*
Kalloflex	89.50
Kodak Stereo	62.50
Konica III	*
Leica IIIF f1.1	359.50
Leica IIIF f3.5	169.50
Leica IIIG f1.1	379.50
Leica M-3 f3.5	273.00
Leica M-3 f2	275.00
Leica M-3 f1.1	488.00
Leica IIIG f2	198.50
Linhof 23	*

Linhof 4x5	*
Lordomat f2.8	46.75
Lordomat f1.9	74.50
Lordomat C35 f2.8	*
Lordomat C35 f1.9	*
Minicord	99.50
Minolta A	*
Minolta Autocord	*
Minox IIIS LN	89.50
Miranda f1.9	149.50
Neoca IIS f3.5	42.50
Nikon S-2 f1.1	399.50
Nikon S-2 f1.4 LN	239.50
Olympus f2.8	53.95
Pax M2 f3.5	37.40
Plaubel Makina f2.9	259.50
Polaroid 80	52.50
Polaroid 95	*
Polaroid 110	*
Kodak Cameras	
Pony 135 G	27.50
Signet 40 Outfit	49.50
Duoflex IV	12.95
Hawkeye Flash Set	11.40
Retina IIC	89.50
Retina IIIC	111.00
Retina Reflex	*
Praktica f2.8	57.50
Praktica f1.9	69.95
Praktina FX f2.8	*
Praktina FX 2	*
Ricoh 35	39.50
Ricoh 500	*
Super Ricohflex	22.65
Robot Royal 36	229.50
Rolleicord	93.50
Rolleiflex f3.5	142.25
Rolleiflex 2.8D	205.50
Rolleiflex 2.8E	*
Rolleiflex 3.5G	*
Samoca f3.5	22.50
Soligor 66	74.50
Speed Graphic 4x5 f4.7	189.50
Stereo Realist f3.5	90.00
Stereo Realist 45	66.50
Sup. Baldina f2.8	44.50
Super Paxette	54.50
Voigtlander	
Vitessa T f2.8	77.25
Vito B.L. f3.5	45.88
Vito IIA f3.5	27.25
Vitessa L f3.5	49.75
Vitessa L f2	79.75
Prominent f2	110.00
Prominent f1.5	135.00
Bessa II f3.5	79.75
Yashica A	22.95
Yashica C	34.95
Yashica MAT	55.50
Yashica LM	49.95
Leotax f2	179.50
Mamiya Super-16	22.95
Acon 35 f3.5	33.50

Minolta A2 f2.8	*
Kalimar B f2.8	33.00
Panon f2.8	300.00
MOVIE CAMERAS	
Bauer 88B f1.9	104.95
B & H 8mm f2.5	39.95
Brownie f2.7 lens	22.50
Brownie f2.3 lens	29.00
Brownie f1.9 lens	36.50
Turret Model f1.9	62.50
Keystone K-25 f2.5	37.50
Keystone K-33 f2.5	58.50
Keystone K-38 f2.5	69.95
Keystone K-42 f2.5	58.50
Keystone K-48 f2.5	84.00
Revere 88 f2.5	*
Revere 88 f1.9	*
MOVIE PROJECTORS	
B & H Sound Projector 285C	299.50
B & H Sound Projector 202C	479.50
300 Projector	48.50
500 Projector	56.90
DeJur 500 Proj.	52.50
DeJur 750 Proj.	109.50
DeJur 1000 Proj.	119.95
E.K. Medallion f1.9	97.50
Kodak K-100 f1.9	299.50
Kodak Royal f1.9	144.50
Kodascope Royal Projector	299.00
Kodascope Pageant Projector	359.00
Kodascope Sound Projector MKA	595.00
Revere 90X Proj.	*
Showtime 8 Proj.	88.00
SLIDE PROJECTORS	
300 W Argus Auto	49.95
300 W A.O. Auto	39.50
500 W A.O. Exec.	59.50
300W Brumberger	45.50
500 W LaBelle 55	72.50
300 W Revere 553	*
500 W Revere 888	*
EXPOSURE METERS	
Auto Bewi Meter	19.95
Norwood Director	22.40
G.E. Guardian	25.50
G.E. PR 1	19.95
Kodalux Meter	19.95
Seconic Meter	6.50
Sixtomat Meter	19.95
Weston Master III	21.90

*Please write for free quotation.

SALE!
All Movie Equipment
Write for prices today. We offer high trade-ins for your present equipment.

LENSES

For LEICA, CANON, Tower, Leotax, Karden, and Similar Cameras

25mm f3.5	$129.50	90mm f4	29.95
25mm f4	124.50	90mm f1.8	115.00
28mm f3.5	88.95	100mm f4	82.50
28mm f2.8	169.50	100mm f3.5	42.50
28mm f5.6	79.00	105mm f2.5	115.00
28mm f6.3	77.00	135mm f4	99.50
35mm f1.7	179.50	135mm f3.5	89.50
35mm f1.8	134.50	135mm f8	95.00
35mm f2	115.00	135mm f4.5	47.50
35mm f2.5	74.50	135mm f3.5	88.50
35mm f2.8	74.90	150mm f3.5	198.00
35mm f3.5	63.50	150mm f2.3	285.00
50mm f1.1	249.50	150mm f2.8	371.00
50mm f1.2	199.50	150mm f3.5	188.00
50mm f1.5	115.00	180mm f2.5	299.50
50mm f2	44.00	180mm f5.5	59.95
50mm f1.4	145.00	200mm f4.5	117.00
50mm f2.5	39.50	250mm f5.5	93.50
85mm f2	132.00	300mm f5.6	97.50
85mm f1.5	149.50	400mm f5	414.00
85mm f1.9	129.50	500mm f5	412.50
85mm f2.8	59.50	640mm f5	650.00
85mm f1.5	139.50	800mm f8	690.00
85mm f2.8	59.50	1000mm f6.3	837.00
90mm f2.5	70.00		

For Contax I, II, III, IIa, IIIa, Nikon S1, S2 and similar cameras

21mm f4.5	$149.50	135mm f3.5	101.25
25mm f4	127.00	135mm f3.8	76.45
28mm f3.5	112.00	135mm f4	109.50
35mm f2	139.00	150mm f1.8	371.25
35mm f2.5	105.00	150mm f2.3	306.25
35mm f1.8	136.00	150mm f3.5	89.95
35mm f3.5	67.00	180mm f2.5	310.00
50mm f1.1	249.50	180mm f2.8	540.00
50mm f1.4	115.00	250mm f4	243.00
50mm f1.5	79.50	300mm f4	348.25
50mm f2	85.50	300mm f5	183.75
50mm f2.8	49.50	300mm f5.6	112.45
50mm f3.5	46.50	400mm f5	179.95
75mm f1.5	131.00	400mm f5.6	174.95
85mm f1.5	224.00	500mm f5	408.25
85mm f2	124.50	500mm f8	826.25
85mm f4	79.50	600mm f5.6	521.25
90mm f3.5	63.75	640mm f5	896.25
105mm f2.5	114.35	800mm f5.5	787.50
125mm f2.3	149.95	1000mm f6.3	937.50

For EXAKTA, CONTAX D, PRAKTICA, Contax S, Consol, Exa, Praktina, Pentacon, Praktiflex, Rival, Reflex, Hexagon, Hexagon Supreme, and similar Cameras.

35mm f3.5	$87.95	135mm f3.5	38.95
35mm f2.5	96.50	135mm f3.8	34.95
35mm f2.8	109.50	135mm f4	48.00
35mm f4.5	39.50	135mm f4.5	29.95
40mm f3.5	37.50	150mm f1.8	258.00
40mm f4.5	33.50	150mm f2.3	205.00
50mm f1.5	123.50	150mm f3.5	99.00
50mm f1.9	98.50	150mm f5.5	65.50
50mm f2	47.50	165mm f3.5	146.00
50mm f2.8	9.95	180mm f2.8	229.50
50mm f2.9	9.95	180mm f3.5	99.50
58mm f2	44.50	180mm f4.5	72.00
75mm f1.5	94.50	180mm f5.5	67.00
75mm f1.9	98.50	200mm f4.5	115.00
80mm f2	74.50	240mm f5.5	93.00
80mm f2.8	98.50	250mm f5.5	79.50
85mm f1.5	93.35	300mm f3.5	170.00
85mm f2	69.50	300mm f4	329.50
85mm f2.8	47.50	300mm f5	145.00
90mm f1.8	112.50	300mm f5.5	104.75
90mm f2.5	74.50	300mm f5.6	129.00
90mm f2.8	189.50	360mm f5.5	112.00
90mm f3.5	58.50	400mm f4.5	270.00
90mm f4	19.95	400mm f5	183.00
100mm f2.8	41.50	400mm f5.5	194.50
100mm f3.5	35.85	500mm f5	298.24
100mm f4.5	13.85	500mm f8	358.25
105mm f3.5	59.95	600mm f5	423.75
105mm f4.5	19.95	640mm f5	843.75
125mm f2	119.50	800mm f5	671.25
125mm f2.3	146.25	800mm f6.3	582.50
135mm f3.5	134.85	1000mm f6.3	828.00
135mm f2.8	112.50		

Send today for ANY camera, lens enlarger, projector or accessory!

Everything listed is BRAND NEW unless otherwise stated, fully guaranteed, both mechanically and optically. We sell all merchandise on a 15 day, full money back guarantee. 20% deposit is required on all C.O.D. shipments. Servicemen and Foreign orders welcome. Dealer inquiries invited. Quantity prices available.

CAMERA IMPORT CORPORATION • Dept. M7A • 521 Fifth Avenue, New York 17, N.Y.

I am interested in__________

I wish to trade__________

Please Mail FREE Quotation—No Obligation to Buy

NAME__________ ADDRESS__________

CITY__________ ZONE_____ STATE__________

SUPER ANSCOCHROME 100 ASA
PROCESSING INCLUDED IN PRICE
FACTORY PACKED—1 YR. EXPIRATION

20 EXP. 35 mm		120-620	
1 ROLL	$2.89	1 ROLL	$2.15
3 ROLLS	7.99	3 ROLLS	5.95
10 ROLLS	24.99	10 ROLLS	17.99

MOVIE ANSCOCHROME ASA 32
PROCESSING INCLUDED IN PRICE
FACTORY FRESH * 1 YR. EXP.

8mm 25 DBLE. ROLL	3 ROLLS	8.45 — 6 FOR 15.95
8mm 25 DBLE. MAG.	3 ROLLS	9.95 — 6 FOR 18.95
8mm 100 BOLEX DBLE.	1 ROLL	9.95 — 3 FOR 28.45
16mm 100 ROLL	1 ROLL	7.95 — 3 FOR 22.75
16mm 50 MAG.	3 ROLLS	14.95 — 6 FOR 28.95

35mm
BULK FILM LOADER
W 10 EMPTY CARTRIDGES
5.49
Post., Ins. 35c
PLEASE ADD 5¢ PER ROLL FOR POSTAGE AND HANDLING

KODACHROME
PROCESSING INCLUDED IN PRICE
FACTORY FRESH * 1 YR. EXP. DATE

35 mm—20 EXP. 3 ROLLS 6.99 10 FOR 22.00	8mm 25 FT. DBLE. MAGS. 3 FOR 9.99	35 mm—36 EXP. 3 ROLLS 10.49 10 FOR 32.49
8 mm—25 FT. DOUBLE MAGS. 3 ROLLS 6.25 10 FOR 20.29	16mm 50 FT. MAGS. 3 FOR 14.99	16 mm.—100 FT. 1 ROLL 7.59 5 FOR 36.95

35mm
KODAK TRI-X PANATOMIC-X
20 Exp. * 36 Exp.
7 Rolls $1.89 | 3 Rolls $1.99
10 for $2.59 | 8 for $3.15
50 FEET 2.15 | 100 FEET 3.25
PLEASE ADD 5¢ PER ROLL FOR POSTAGE *RELOADS

WESTERN PHOTO SALES BOX 46025 Dept. M7 COLE BR., HOLLYWOOD 46 CALIFORNIA

COMING FROM AMPHOTO
THE **NIKON MANUAL** of 35mm Photography
$5.95
by George B. Wright
WATCH FOR IT!

QUALITY COLOR PRINTS

2½ x 3½ — 20c each
3½ x 5 — 35c ea.
4x5 — 50c ea. SLIDE DUPES 5 FOR $1.00 12 FOR 2.00
5 x 7 — 75c ea.
8 x 10 — 1.50 each

35mm BULK FILM LOADER
W 10 EMPTY CARTRIDGES
5.49
Post., Ins. 35c

KODACHROME DEVELOPING
35 mm—20 EXP. MTD 1.00 | 8 mm ROLLS — 1.00
35 mm—36 EXP. MTD 1.75 | 16 mm ROLLS — 2.50
8 & 16 mm MAG. — .75

35mm EKTACHROME ANSCOCHROME
20 EXP. * 36 EXP.
4 ROLLS $5.25 | 3 ROLLS $6.85
10 FOR 12.50 | 10 FOR 20.99

MODEL FILM LABORATORY DEPT. M7 78 W. 47th St. *RELOADS New York 36, N. Y.

SAVE ON **KODAK-ANSCO-ANSCOCHROME**
* PROC. INCL. KODACHROME DAYLIGHT *
35mm x 20 exp.....2.25 ea.....3 for 6.25
35mm x 36 exp.....3.25 ea.....3 for 9.25

EKTACHROME

Proc. Incl. Day ASA 40		Proc. Incl. Tung. ASA 32
8mm x 25' dble roll	$2.25 ea.	3 for $ 5.95
8mm x 25' dble mag.	$2.75 ea.	3 for $ 7.50
8mm x 100' Bolex	$6.95 ea.	3 for $19.50
16mm x 50' mag.	$3.95 ea.	3 for $11.25
16mm x 100' roll	$5.95 ea.	3 for $15.95

Special **KODACHROME (Kodak Proc. Incl.) O.D. (camera spooled from bulk)

8mm x 25' dble roll	$ 2.25 ea.	3 for $ 5.95
8mm x 25' dble mag.	$ 2.75 ea.	3 for $ 7.50
16mm x 50' mag.	$ 3.50 ea.	3 for $10.00
16mm x 100' roll	$ 3.95 ea.	3 for $11.25

AERO EKTACHROME ASA 40

35mm x 20 Exp. #120—#620	6 for $2.50
AERO EKTACHROME PROCESSING SERV.	
8mm x 25' dble $1.00	16mm x 100' $2.50
8mm x 100' dble $3.25	16mm x 50' $1.50
35mm x 20 exp. $ .85	#120—#620 roll $ .85

FRESH COLOR (Proc. Incl.)	Koda-chrome	Magic Color	Ansco Chrome
8mm x 25' dble roll	$2.75	$2.25	$2.95
8mm x 25' dble mag.	$3.40	$2.95	$3.55
8mm x 100' Bolex dble.	$9.95	$7.25	$9.95
16mm x 50' mag.	$5.25	$4.45	$5.25
16mm x 100' roll	$7.95	$5.95	$7.95
35mm x 20 exp.	$2.50	$1.65	$2.15
35mm x 36 exp.	$3.75	$2.50	$3.25

35mm x 20 exp. Ektachrome $2.15
35mm x 36 exp. Ektachrome $3.25
35mm x 20 exp. Ansco color $1.65

35mm x 28' ANSCOCHROME with loader....$7.75

FRESH B&W MOVIE FILM (Proc. Incl.)

	Plus X	Super XX	Tri-X
8mm x 25' dble roll	$1.10	$1.45	$2.10
8mm x 25' dble mag.	$1.75	$1.95	$2.60
8mm x 100' Bolex dble	$3.25	$3.85	$5.45
16mm x 50' mag.	$1.75	$1.95	$3.25
16mm x 100' roll	$2.75	$2.95	$4.95

35mm x 100' Safety Film
Plus X Super XX. Infra-Red
Background X, Panatomic X $1.75; Tri-X $3.50
ROLL FILM SUPER XX—#120, #620, #127, #616, #116.....10 for $2.10

MOVIE FILM—QUANTITY DISCOUNTS
B&W ASA 50 Reversal, No Processing

8mm x 400' dble	$5.95	8mm x 1000' dble	$10.95
	54 rolls	27 rolls	13 rolls
16mm x 50'	$19.95	$10.95	$ 5.95
*16mm x 100'	$49.50	$29.50	$17.95

* camera spooled

Black & White Movie Processing Service
8mm x 25' dble. .....$ .55 ea.
16mm x 100' .....1.00 ea.
16mm x 50' .....65 ea.

KODACHROME PROCESSING

35mm x 20 exp. mtd.	$1.00	8mm x 25' mag.	$ .65
35mm x 36 exp. mtd.	1.80	16mm x 50' mag.	1.00
8mm x 25' dble roll	1.00	16mm x 100' roll	2.50

LIDO FILM SERVICE, 210(M-7) Long Beach Rd. Island Pk., N. Y. Please include postage with order

Study
Paier school of PHOTOGRAPHY
Portrait
Commercial
Approved for Veterans
DEAN WILLIAM GERDES
1172 Chapel Street, New Haven, Connecticut

STATIC master
THE TRIED AND PROVEN TOOL THAT DESTROYS SURFACE STATIC ELECTRICITY
* For cleaning slides before mounting
* For cleaning negatives before printing
* For cleaning Readymounts for projection
Buy Static master at your local photographic store or order direct — your refund if not with order
$4.95
The Polonium Strip Does The Trick
NUCLEAR PRODUCTS CO.
10177 E. RUSH ST. EL MONTE CALIF.

FOR THE FASTEST **COLOR** PROCESSING PRINTING
EKTACHROME, ANSCO & ANSCO CHROME PROCESSING
DYE-TRANSFER COLOR PRINTS
ATKINSON COLOR PRINT SERVICE
Write for Prices or Send Film:
7273 Santa Monica Blvd.
HOllywood 4-7531
Hollywood 46, Calif Dept. M

Photography for PLEASURE or PROFIT
Learn at home. Spare time. Practical basic training. Long-established school. Many have earned while learning. Send coupon below for free booklet, "Opportunities in Modern Photography" and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Parkway Dept. 1948 Chicago 14, Illinois
Send booklet, "Opportunities in Modern Photography," full particulars and requirements.
Name ..... Age.....
Address .....
City .....Zone.....State.....

HOW SHOULD YOU LIGHT A PIECE OF SCULPTURE?

What's the best way to light a piece of sculpture? The effect and mood you want to create will depend largely on the tonal quality of your background and arrangement of lights.

Here's how two Bayside, Long Island, amateurs did it. Milton Fried, armed with a Rolleicord, and Murray Peters, firing a Rolleiflex, bagged this primitive "sculp" with quite different results.

Fried felt a light background would do the trick, used a triangular lighting arrangement. One flood was placed beside, and to the left of the camera. Two other floods flanked the figure.

Peters made his picture against a gray wall, set the figure on his wife's black velvet skirt. One flood to the left of the sculpture illuminated its back; a second, to the right, caught the outline of its profile.

Which treatment do you prefer?

—*Alice Crayon*

In Milton Fried's picture *above* the dark sculpture stands out crisply from light background. Murray Peters' version, *below*, gives jungle-like mood.

Add Approximate Postage
Excess Refunded
10% down on all C.O.D.'s

POPULAR PHOTO PRODUCTS AT POPULAR PRICES

NOW SAVE

(LIMITED QUANTITY)

OVERSTOCKED ON FOLLOWING ARGUS CAMERAS AND PROJECTORS

	List	Sale
Argus C-3 outfit	69.50	49.50
Argus C-44 outfit	117.00	84.95
Argus 300W Proj.	39.50	31.95
Argus 300 Auto Proj. with case	62.50	44.95

First Come—First Serve—All Brand New, Factory Packed, Latest Models

BRAND NEW ASAHIFLEX

Single lens 35mm Reflex FP-X sync, 4 element f3.5, pre-set

List 99.50
Case 10.00
COMPLETE **$69.50**

f2.4 Model Only 99.50

ALL BRAND NEW
KODAK RETINA III C
1 Stroke rapid advance lever f.2 Xenon, interchangeable lenses, full sync, built-in meter, 1 sec. to 1/500 sec., compact, well made. List Price $190.00.
SALE **$113.95**

Case List 13.50 ..... Only $ 8.95
Retina Univ. finder ..... Add 12.95
Curtar W.A. & Longar Tele... Both for $95.00

SALE . . . A O EXECUTIVE 35mm PROJECTOR—500 WATT

5" f3.5 Lens, automatic or manual projection, 40 slide tray capacity. List 84.50 with deluxe case.

BRAND NEW ONLY **$58.95**

AO Trays List $1.00 ONLY 69c ea.

STAR-D CONTINENTAL TRIPOD

Flip-over head, elevator monopod (newest model). List 25.95

ONLY **18.95**

	List	Only
Star-D Comet	23.95	16.95
Star-D D-18	15.95	9.95
Star-D Conquest	21.50	14.95

Case for Tripod ..... Only 2.95

STATICMASTER BRUSHES

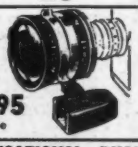
Eliminates dust from negatives and slides.

3" Professional — List $9.95
Special $7.95
1" Amateur—List $4.95
Special $3.95

BRAND NEW EYE LEVEL PENTA-PRISM FINDER

FOR EXA and KINE EXACTA
Includes Case & R. F. Glass
(An $85.00 Value) ONLY **$23.49**

CLOSE-OUT 8mm EDNALITE DUAL-LENS



Convert Your Lens to Telephoto or Wide Angle. Simple, Efficient. List 24.95

Specify Camera LENS ONLY **$13.95**

Adapter 1.15 Case and finder free

NEW SENSATIONAL DUAL 2¼x2¼-Projector-35mm

300 watt, quiet fan cooling, slide storage drawer, compact, handles 35mm, super-slides, or full 2¼x2¼ slides in all mounts.

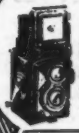
List 39.95 ONLY **$29.50**

NEW UNIVERSAL HAND VIEWER

Compact folding viewer handles 35mm, super-slide or 2¼x2¼ slides in glass cardboard or metal mounts.

SPECIAL **$2.49**

SENSATIONAL YASHICAMAT



(FULLY AUTOMATIC REFLEX CAMERA)
f3.5 4-element lens, MX flash sync. self timer, 1/500 sec. List w/case $85.90

BRAND NEW ONLY **$58.95**

	List	Sale
Yashica "A" w/case	55.95	$23.95
Yashica "C" w/case	54.95	36.95
Yashica "LM" w/case	69.95	46.95

Brand New, Factory Packed, Guaranteed

Premier Professional Titler Model #2

Complete with lights, letters, auxiliary lenses. Do zooms, flips, scrolls, animation, etc. Instructions included.

List $37.50 Special $26.50
M-2 accessory kit List $12.50 Special $8.95

BRAND NEW FAMOUS MAKE

Photo Electric Meter 10—6,400 ASA, Still & Cine includes Light Magnifier. (adds 400% to meter sensitivity). Includes cases for meter & booster.

ALL 4 ITEMS Only **$7.95**

Airequipt Automatic Changer

Fits most models of AO, Ampro, Argus, B&H, Golde, Kodak, SVE, TDC, Viewlex, etc. (Changer and adapter only.) Specify model.

BRAND NEW ONLY **$8.95**

Remote Control 24.90 Only $18.95

AIREQUIPT MAGAZINES

HOLDS 36 35MM SLIDES, PREVENTS WARPING, FRAYING. LIST 2.25

ONLY **$1.59** ea.

Air-luggage case for 24 only 7.95

TDC and Viewlex Trays

For Selectron, Viewlex Auto Changers

30 slide tray	2/ .89c — 12/4.95
36 slide tray	2/1.05 — 12/5.95
Trays for Revere	60c ea.
Air-luggage case for 24	7.95

BRAND NEW SOLIGOR 66

2¼x2¼ SINGLE REFLEX
Sync, f3.5 Ctd lens, w/case. List 109.90.
*ONLY **$74.95**

Extension Tube 7.95
150mm Tele. F4 ..... 52.00
* And your old camera in trade

BRAND NEW NEW IMPROVED MODEL AIRES III CAMERA

f1.9, 6 element lens, brilliant R.F., rapid rewind, rapid advance LVS shutter. List $99.50.
Case $12.50
COMPLETE w/case **$79.95**

PRESERVE AND PROTECT

Color movies, slides, B&W negs. prevents: scratches, popping, static, fading, brittleness.

PERMA FILM — Just wipe on — 2 oz. only **$1.29**

POPULAR PHOTO STORES, INC.

49A WEST 47th ST - N.Y. 36, N.Y.
Circle 7-3461

OVER-STOCKED INVENTORY CLEARANCE (LIMITED QUANTITY)

	List	Sale
6A Spotomatic Meter	$ 15.00	$ 9.95
Ricoh 35 w/case, flash	59.95	41.95
Robomatic Proj. w/case	149.50	102.50
8mm Kodak Brownie Turret	79.50	56.95
Stereo Realist f3.5	129.50	89.50

Fully Guaranteed—None Shopworn—Original Packing—Never Used—Brand New All Sure To Please

AIREQUIPT ULTRAMATIC COLOR SLIDE VIEWER

shows 20 slides automatically, magazine load.

	List	Sale
Battery Model (less battery)	12.95	9.95
AC/DC Model (w/brightness control)	16.95	12.95
Magazines 50c each in storage box of 5	2.50	1.95
Case for viewer & magazines	5.95	4.50

Sensational NEW WESTON MASTER III.

Ruggedized
LIST 32.50 W/CASE
ONLY **$23.50**

BRAND NEW 35mm

RICOH *500—Rapid Wind, f2.8 sharp coated lens, FXM sync., R.F. 1/500 sec. List 79.50 w/case. SPECIAL **$56.95**

MINOLTA *"A-2" f2.8 Rokkor, MXV 1/400 sec, brilliant R.F. list 79.95 w/case. SPECIAL **$56.95**

*and your old camera in trade

SAVE ON LATEST BRAND NEW 35mm CAMERAS

Latest Improved Model
KONICA * IIIS Automatic film transport Hexanon f2, 6 element lens, LVS, 1-1/500 sec. self timer, fine precision single window R.F. Construction. List 124.50
Case Add $12.50. ONLY **82.95**

CONTAFLEX* III Single lens reflex, f2.8 Tessar, MFV sync, self timer, automatic diaphragm, excellent construction, eye-level prism finder with R.F. center.
List 176.00
Case Add $14.00. ONLY **119.50**
* CONTAFLEX IV w/meter. List 199.00
Case Add $14.00. ONLY **135.00**
* Your old 35 or reflex camera in trade.

Sensational Savings on BRAND NEW Electronic Flash

ULTRABLITZ * JET **$47.95**
List 69.95
ONLY
(Factory Packed, Guaranteed)
A.C. or D Batteries, Latest Model
Bracket Add $2.95

F. R. * STROBE LIGHT **$36.95**
List 54.95
ONLY
Latest Model—Guaranteed
A.C. or D Batteries

Coil Cord (specify camera) 2.95
Batteries (set of four) ..... .75
* And Your old Flashgun in trade

BRAND NEW GRA-LAB UNIVERSAL TIMER

The most useful complete automatic timer for your darkroom. Seconds, minutes, rings and cuts off enlarger or appliances.

Standard Model #165 List 23.95 ONLY **$16.95**

Luminous Model #168 List 24.95 ONLY **$17.95**

ALL MERCHANDISE FULLY GUARANTEED 1 YEAR MECHANICALLY & OPTICALLY. 30 DAY MONEY BACK WARRANTY.

RITZ CAMERA CENTERS

NO FAIR TRADE LAW IN WASHINGTON D. C.

"BUY-BY-MAIL"

From the Nation's Capital

DISCOUNTS

SAVE! BRAND NEW!

Original Factory Cartons and Guarantees

35MM CAMERAS AND LENSES

Reg. 165.00 Retina 111C, Camera, f:2 with U.S.A. Kodak guarantee 129.95
Reg 125.00 Retina 11C, Camera f:2.8 with U.S.A. Kodak guarantee. 97.50
Reg. 13.50 Retina 111C Leather Case 10.00
Reg. 55.00 Retina Curtar Lens 35mm f:5.6 ... 43.50
Reg. 75.00 Retina Longar Lens 80mm f:4 .... 58.50
Reg. 14.50 Retina 35-80 Optical Finder 11.45
Reg. 33.75 Kodak Pony 135C Camera f:3.5 ... 26.95
Reg. 75.00 Kodak Signet Camera f:3.5 ..... 59.50
Reg. 65.00 Signet 40 Camera f:3.5 and Flash. 51.50
Reg. 89.50 Graphic 35 Camera f:3.5, Case, Flash 67.50
Reg. 99.50 Graphic 35 Camera f:2.8, Case, Flash 75.00
Reg. 119.50 Ansco Super Memar f:2 ..... 94.50

EXPOSURE METERS

Reg. 27.50 General Electric PR-1 ..... 19.95
Reg. 34.50 G.E. Guardian w/Case 25.95
Reg. 14.95 General Electric Mascot 11.95
Reg. 32.50 Weston Master III 23.50
Reg. 16.95 Weston DR w/Case 12.95
Reg. 32.95 Norwood Director M-2 ..... 21.95

SLIDE PROJECTORS

Reg. 84.50 A.O. Executive 500W, Blower, Case 64.50
Reg. 59.50 Kodak Signet 300W, Blower 45.00
Reg. 72.50 Kodak Signet 500W, Blower 54.95
Reg. 64.95 Brumberger 2¼ sq. 300W, Blower, Case 52.50
Reg. 99.75 Constellation w/Auto. Changer & Timer 74.95
Reg. 89.75 Constellation w/Auto. Changer & Remote 67.95
Reg. 67.75 Constellation w/Auto. Changer 50.95

MOVIE CAMERAS

Reg. 29.95 Borwnie Movie f:2.7 23.95
Reg. 37.50 Brownie Movie f:2.3 29.50
Reg. 44.50 Brownie Movie f:1.9 32.95
Reg. 79.50 Brownie Turret f:1.9 62.50
Reg. 129.50 Kodak Medallion f:1.9 ..... 97.50
Reg. 1195.00 Cine Kodak II, f:1.9 .....875.00
Reg. 279.00 Kodak K-100, f:1.9 210.00
Reg. 315.00 Cine Kodak K-100 Turret, f:1.9 ..239.50
Reg. 59.95 Keystone Capri K-25, f:1.9 ..... 47.95
Reg. 110.00 Keystone K-28A Turret f:1.9 Tele Lens 87.50
Reg. 99.95 K-33X f:2.5 w/meter 79.95
Reg. 109.95 Keystone K-42X f:2.5 w/meter .. 87.95

MOVIE PROJECTORS

Reg. 62.00 Brownie 300W Projector 46.50
Reg. 74.50 Brownie 500W Projector 55.00
Reg. 115.00 Kodak Showtime 8mm Projector 500W, f:1.6 85.00
Reg. 459.00 Kodascope Pageant Sound Projector 345.00
Reg. 275.00 Kodascope Royal Projector 750W, 16mm 200.00
Reg. 74.95 Keystone K-75, 500W Proj. w/case 59.95
Reg. 99.95 Keystone K-100, 500W Proj. w/case 79.95
Reg. 149.50 Keystone K-105, 750W Proj. w/case 119.95
Reg. 169.50 Keystone K-109, 750W Proj. w/Case 134.95
Reg. 154.50 DeJur w/Magna Vision Proj. Lens. 121.95

ANSCOCHROME

Original Ansco Package—Guaranteed Fresh Dating

	Reg.	Sale
3 rolls 35mm Anscochrome 20 exp.	5.55	4.70
3 rolls 120 or 620 Anscochrome	3.75	3.15
1 pkg. 35mm Anscochrome Easy-Loader	9.95	8.45

24 HOUR DISCOUNT QUOTATIONS

WRITE FOR DISCOUNT QUOTATIONS ON ITEMS NOT LISTED

You save by buying from our Washington, D. C., Mail Order Department where minimum Fair Trade resale prices do not apply. Please include check or money order for full amount plus estimated postage. Fair Trade items at reduced prices are available only on a remittance-with-order basis, from Washington, D. C. These offers are valid only in states where such offers are not expressly prohibited.

"For Personalized Service"
Send your order or inquiry to:

BOB RITZ
618 12th St. N.W., Washington 5, D. C.
30 DAY MONEY BACK GUARANTEE

PICTURES in a MINUTE

by JOHN WOLBARST

It's summer, and this is an exposure issue, so here's a lot of valuable exposure information for Polaroid Land camera users.

Seeing your picture in a minute is a great thrill. That is, if it comes out right. However, if you open the camera back and peel off a print that's unsatisfactory because your exposure was wrong, stomach cramps are a more likely reaction. So, down with commotion in the viscera! Let's concentrate on a few items which will guarantee a high percentage of correct exposures (to be truthful, I don't know anyone whose pictures are *always* correctly exposed—even the experts must occasionally make an additional exposure in order to get it just right).

What is correct exposure?

We "expose" a film by allowing a certain amount of light to reach it. This amount of light is regulated by a combination of the length of time the shutter stays open and the size of the lens opening.

For our purposes, a film is correctly exposed if all the *important* areas of the subject—whether they are light, dark, or middle tones—are reproduced in the print with satisfactory detail.

A film is overexposed if too much light reaches it—the *important* lighter areas will be too light, perhaps even blank white.

A film is underexposed if too little light reaches it—the *important* darker areas will be too dark, perhaps just blank black.

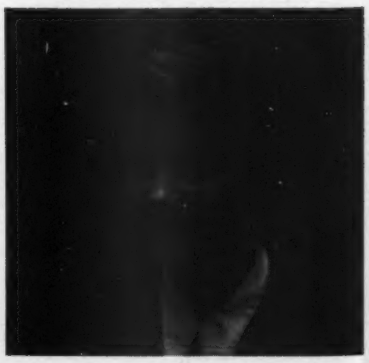
Note the emphasis on the *important* areas of your picture. This is something you must decide before snapping. What's the picture about? Why are you shooting it? Where is the area of greatest interest? If you can't answer those questions, better not take the picture. If you can answer them, you can control exposure so as to ensure that the *important* areas, those which really make the picture, are correctly exposed. If some unimportant stuff is either underexposed or overexposed, who cares?

How to control exposure

On all models of the Polaroid Land camera, except the Pathfinder, exposure is controlled by moving a single small wheel; a dial carrying a series of numbers indicates the relative amount of exposure the film is getting. On the Model 80 Highlander, the numbers run from 2 to 9; on the Models 95, 95A, 100, and 700, the numbers are 1 to 8. However, the same number indicates the same amount of exposure on any of the models listed above. That is, exposure number 5 produces the same result with all these cameras.

The numbers by themselves don't

(Continued on page 128)



EXPOSURE ERRORS: At *left* is moderate overexposure; girl's face is a bit too light and detail is lacking. This is easily corrected by turning exposure control to next higher number or f-number, cutting exposure in half. At *right* is heavy underexposure. This is corrected by turning exposure control to second lower number or f-number, increasing exposure 4X. If underexposure were moderate, one number lower would be enough. Compare these with photos on *page 130*.

UNBELIEVABLE VALUES

DEVELOPING SERVICE AVAILABLE

100' 16mm B&W $1.25
8mm 25' double ..... .60

35mm COLOR FILM

Available in ANSCO TUNGSTEN
35mmx100' $22.00
Available in TUNGSTEN or DAYLIGHT AERO EKTACHROME—DAYLIGHT SPEED—100 ASA
20 exp. rolls, including processing. $1.50 (3 for $4.25)
20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)
AERO EKTACHROME CHEMICALS—
1½ gal. $2.95
50 ft. 35mm—85¢ Plus X or XX
100 ft. 35mm XX or Plus X or infra red or background X $1.40. If you buy $25.00 worth of film—one 35mm loader free regular price $3.00
A $100.00 purchase of film (color or B&W) will allow a brand new Eastman Kodak Brownie 8mm for $1.00—Regular price for such a camera alone—$35.00
This offer is in addition to our Unbelievable Value of film on which you save 50%.
A $200.00 purchase will entitle you to a Kodak Brownie camera and a 8mm projector for $1.00. Regular price close to $100.00
A $50.00 purchase will entitle you to a brand new Brownie Camera with flash and film and bulbs. Regular price for Camera and film (color as well as B&W) $25.00—in any store.
A $25.00 purchase entitles you to a 127 Camera and 3 rolls of color film and 6 rolls of black and white. Real value in store—$10.00
Additional $25 purchase entitles you to Eastman Kodak carrying case of genuine leather. Reg. price of case alone—$11.25

35mm BLACK & WHITE BULK

ANSCO FINOPAN $1.25 (Weston 24) Kodak Super X or Double X $1.40

ACCESSORIES

FILM DRIERS—good for paper and films only $1.50
CHEMICAL KITS—D88, one gallon size good for reversal or straight B&W processing—for paper & film. In powder form $1.25
(Include postage)

Take advantage of these bargains.

B&W film—100 ft. on Bolex Spool $4.00
100 ft. Ansco Color on Bolex spool 8mm 5.50
With devel. 6.50
Empty 16mm magazines made by Kodak 75¢
8mm empty mag. ..... 75¢
16mm 100 ft. camera reels ..... 25¢
Cans for such reels ..... 10¢
Empty cartridges for 35mm 20 or 36 exp. 10¢ each, $1.00 a dozen
Cans for 35mm cart. ..... 10¢
800 ft. reels, 16mm ..... 75¢
16mm—1200 ft. ..... $1.00, Cans— 50¢
1600 ft.—16mm ..... $1.25, Cans— 50¢
Cement for film ..... 50¢—best available
Kodachrome reloads—20 exp. $1.25
50 ft. $15.00
Special offer Ansco 10 exp. ..... 45¢
400'—8mm empty reels ..... 50¢
Dble. cans ..... 35¢
3 for $1.00

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4
100 sheets per box, 10x10 ..... $2.50

ANSCO COLOR IN BULK

16mm—4¢ per ft. ..... min. order 50 ft.
8mm—25 ft. on camera spools $1.25
100' 8mm $5.00
(Processing not included)

CLEARANCE SALE

CARTOONS APPROX. 400'
AVAILABLE IN SOUND OR SILENT

$4.95

For Home Use Only

SPECIAL OFFERING in 8mm & 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES)

50 ft. 8mm $2.00
200 ft. 8mm 7.50
100 ft. 16mm 5.00
400 ft. 16mm (silent) 20.00
400 ft. 16mm (sound) 25.00

ANSCO COLOR FILM WITH PROCESSING

8mm 25' dbl. roll $2.25
8mm 25' dbl. mag 2.75
16mm 100' available in both sound or silent 5.00
16mm 50' magazine 3.50

ANSCO MOVIE FILM BLACK AND WHITE WITH PROCESSING

8mm 25' dbl. roll $1.15
8mm 25' dbl. mag 1.75
16mm 100' available in both sound or silent 2.50
16mm 50' magazine 1.90

SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES)
COLOR

50 ft. 8mm $2.00
200 ft. 8mm 7.50
100 ft. 16mm 5.00
400 ft. 16mm (silent) 20.00
400 ft. 16mm (sound) 25.00

SPECIAL OFFERING IN 8mm AND 16mm SUBJECTS

(CARTOONS AND FAIRY STORIES)
BLACK AND WHITE

50 ft. 8mm $1.00
200 ft. 8mm 3.50
100 ft. 16mm 2.00
400 ft. 16mm (silent) 7.50
400 ft. 16mm (sound) 10.00

MOVIE FILM SPECIAL

100' 8mm double
Packed on 4 Camera spools 25' $1.79
processing not included

ROLL FILM

#127, 120, 620, 116, 616
Black & White, 10 for $1.95
120 & 620 color ..... 75¢ a roll
35mm 20 exp. Black & White ..... 25¢
35mm 36 exp. Black & White ..... 49¢
AERO EKTACHROME # 120 and #620
Weston 40 ..... 3 for $2.85
35mm BLACK & WHITE BULK 100 FT.
EKTACHROME 20 exp. $1.00
Super X or Double X and Plus X $1.40

BULK MOVIE FILM

ASA 50
8mm x 400' dble. $5.95
8mm x 1600' dble. 22.00

CAMERA SPOOLED	NO PROCESSING
8mm x 100' dble.	$1.79
8mm x 25' dble. 7 for price of 6!	60¢ each

SIZE	54 rolls	27 rolls	15 rolls
16mm x 25'	$8.95	$4.95	$2.75
16mm x 50'	19.95	10.95	5.95
*16mm x 100'	49.50	29.50	17.95

*Camera spooled

SOUND MACHINE BELL and HOWELL VICTOR

our price $149.00

AVAILABLE IN 8mm and 16mm

THE FOLLOWING FULL VERSION REELS

The 8mm is approximately 200 ft. and 16mm approx. 400 ft. each reel.

Charlie Chaplin Comedies—1 reelers—

NEW JANITOR! MABEL'S BUSY DAY, FILM JOHNNY, BETWEEN SHOWERS, CAUGHT IN THE RAIN, HIS NEW PROFESSION.—2 reelers—IN THE BAND, NITE AT THE SHOW, THE CHAMPION, THE TRAMP, HIS NIGHT OUT, DOUGH AND DYNAMITE. The price for silent is $10.00 per reel and for sound $12.50 per reel. 8mm $5.00 per reel.

MACK SENNETT BATHING BEAUTIES—

one-reelers $10.00 per reel and $20.00 for two-reelers. Full version approx. 400 ft. 16mm each. 8mm $5.00 per reel.

GRANTLAND RICE SPORTS—

available in 8mm approx. 200 ft. each and 400 ft. approx. Price 16mm $10.00 silent and $12.50 sound. 8mm $5.00 per reel. RUNNING THE SCALES, SPORT AFLOAT? GRIDIRON GLORY, BULLS EYE, SUN AND SNOW, SELF DEFENSE, MONARCHS OF THE FIELD, SON OF SWAT.

HAL ROACH COMEDIES—

Snub Pollard & other famous stars, full version—available in 8mm approx. 200 ft. $5.00 per reel—16mm $10.00 silent per reel and $12.50 sound. Approx. 400 ft.

ORIGINAL OUR GANG COMEDIES—

available in 8mm and 16mm $5.00 for 8mm approx. 200 ft. $10.00 per reel for 16mm silent approx. 400 ft. per reel—available in 1 and two reelers.

OPEN EVENINGS TILL 7. ALSO OPEN SATURDAYS.

PLEASE VISIT OUR STORE. DON'T FORGET TO INCLUDE POSTAGE.

ASTRA PHOTO PRODUCTS

243 WEST 55TH STREET
NEW YORK 19, N. Y.

TREMENDOUS VALUES

CLEARANCE SALE

SOUND OR SILENT CARTOONS APPROX. 400 ft. ..$4.95
For Home Use Only

ANSCO COLOR IN BULK

16mm—4c per ft.....min. order 50 ft.
8mm—25 ft. on camera spools.....$1.25
100' 8mm $5.00
(Processing not included)

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4
100 sheets per box 10 x 10 .....$2.50

MOVIE FILM SPECIAL

100' 8mm double
Packed on 4 Camera spools 25' **$1.79**
processing not included

SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES)

50 ft. 8mm.....$ 2.00
200 ft. 8mm..... 7.50
100 ft. 16mm..... 5.00
400 ft. 16mm..... 20.00 (silent)
400 ft. 16mm..... 25.00 (sound)

ROLL FILM

#127, 120, 620, 116, 616
Black & White 10 for $1.95
120 & 620 color .....75¢ a roll
35mm 20 exp. B&W .....25¢
35mm 36 exp. B&W .....49¢
AERO EKTACHROME #120 and #620
Weston 40 ..... 3 for $2.85
35mm 36 exp. TRI X.....50¢ a roll.
Minimum order 4 rolls

35mm BLACK & WHITE BULK

ANSCO FINOPAN $1.25 (Weston 24) Kodak
Super X or Double X.....$1.40

Bulk MOVIE FILM 8mm or 16mm

1500' (30 50' rolls) $11.50 16mm
50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm
1350' (25' rolls) $9.95 16mm
400' rolls $3.60 8mm & 16mm
(this is a fine grain)
PANCHROMATIC REVERSAL FILM
Processing not included

35mm COLOR FILM

Available in tungsten and daylight
Available in ANSCO TUNGSTEN 35mm x 100'...$22.00
AERO EKTACHROME—DAYLIGHT SPEED—100 ASA 20 exp. rolls, including proc. .....$1.50 (3 for $4.25)
20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)
AERO EKTACHROME CHEMICALS—1½ gal. ...$2.95

MOVIE FILM

Size	B&W	Colo.
8mm 25' dbl. roll	$1.15	$2.25
8mm 25' dbl. mag.	1.75	3.00
16mm 100' B & W available in both sound or silent	2.50	5.95
16mm 50' magazine	1.90	3.50

Processing included—
With purchase of 6 rolls B & W of any size—ONE FREE
16mm Kodachrome, 100 ft. roll.....$4.95
To be sent directly to Eastman Kodak for free processing.

AVAILABLE IN 8mm and 16mm THE FOLLOWING FULL VERSION REELS

The 8mm is approximately 200 ft. and 16mm approx. 400 ft. each reel.

CHARLIE CHAPLIN COMEDIES—1 reelers—NEW JANITOR: MABEL'S BUSY DAY, FILM JOHNNY, BETWEEN SHOWERS, CAUGHT IN THE RAIN, HIS NEW PROFESSION.—2 reelers—IN THE BANK, NITE AT THE SHOW, THE CHAMPION, THE TRAMP, HIS NIGHT OUT, DOUGH AND DYNAMITE. The price for silent is $10.00 per reel and for sound $12.50 per reel. 8mm $5.00 per reel.

MACK SENNETT BATHING BEAUTIES—one-reelers $10.00 per reel and $20.00 for two-reelers. Full version approx. 400 ft. 16mm each. 8mm $5.00 per reel.

GRANTLAND RICE SPORTS—available in 8mm approx. 200 ft. each and 400 ft. approx. Price 16mm $10.00 silent and $12.50 sound. 8mm $5.00 per reel.—RUNNING THE SCALES, SPORT AFLOAT, GRIDIRON GLORY, BULLS EYE, SUN AND SNOW, SELF DEFENSE, MONARCHS OF THE FIELD, SON OF SWAT.

HAL ROACH COMEDIES—Snub Pollard & other famous stars, full version—available in 8mm approx. 200 ft. $5.00 per reel—16mm $10.00 silent per reel and $12.50 sound. Approx. 400 ft.

ORIGINAL OUR GANG COMEDIES—available in 8mm and 16mm $5.00 for 8mm approx. 200 ft. $10.00 per reel for 16mm silent approx. 400 ft. per reel—available in 1 and two reelers.

DEVELOPING SERVICE AVAILABLE

100' 16mm B&W.....$1.25
8mm 25' double..... .60

Include postage with all orders

ALL FILM

Dept. M, 243 West 55 St., N. Y. 19, N. Y.

PICTURES IN A MINUTE

(Continued from page 126)

mean anything. However, each stands for a precise amount of exposure, the result of a certain combination of shutter speed and lens opening. Low numbers indicate slow shutter speeds and wide lens openings for maximum exposure in dim light. High numbers indicate faster shutter speeds and smaller lens openings to cut down the exposure for pictures taken in brighter light.

Starting at the top number and working down, exposure is doubled each time you move the control to the next lower number. Starting at the lowest number and working up, exposure is cut in half each time the control is moved to the next higher number. This leads us to two exposure rules of primary importance.

First exposure rules

If you shoot a picture and it's too dark, it's underexposed. *Correct for underexposure by turning the exposure control wheel to the next lower number, thus doubling the exposure.* If the picture is just a little bit too dark, turning to the next lower number may be enough. But if it's really very dark, and even areas which should be highlights are a dark gray, then you need to do a bit more than just double the exposure. In such cases, turn the control two numbers lower—this increases the exposure 4X; three numbers lower ups it 8X.

Correct for overexposure (picture too light) by turning the control wheel to the next higher number, thus halving the exposure. This is enough for moderate overexposure. If areas which should be deep shadows are very light, and if highlight areas are gone altogether, then you need to do more than just halve the exposure. Continue on to the second (or third) higher number, which cuts exposure to ¼ (or ⅛) of what it was.

Using the Pathfinder

The Pathfinder Model 110 does not have the single wheel which simultaneously controls shutter speed and lens opening; it has separate exposure controls. The shutter speeds are simple enough—as you go from one to the next, exposure is just about doubled or halved, depending on which way the control is moved.

Under the lens are f-numbers, from f/4.5 to f/32. These refer to the relative size of the lens opening—it is open widest at f/4.5, and closed to a tiny hole at f/32. Starting at f/32 and going down, exposure doubles each time you pass the next lower f-number. Exception: from f/5.6 to f/4.5, it increases by about 50 percent.

In case of overexposure, either speed up the shutter, or move to a higher lens number, or do some of both. To correct for underexposure, use a slower shutter, a lower f-number, or combine the two.

Remember: the effect of these two controls is cumulative. If you use the next lower f-number and also the next slower shutter speed, exposure will increase 4X.

I've explained how to correct for exposure errors because that is tied up so closely with the explanation of how the exposure controls work. Now for something about getting the exposure right in the first place.

Choose the right film

Many exposures go bad due to using the wrong film at the wrong time. I like Type 42 (or 32) as an all around choice, particularly outdoors in the summer, or whenever the light is very bright. This film has an exposure index of 200 in daylight. Indoors, it's good for flash, but may limit your work with other kinds of light sources which are not very bright. Type 43 is similar in performance to Type 42.

Type 44 is twice as fast as Type 42 (that is, twice as sensitive to light) and has an exposure index of 400 in daylight. Here is an excellent choice for indoor pictures with existing light, photofloods, or for pictures by bounce flash. But outdoors on a sunny beach, or similar extra-bright area, this great speed may cause consistent overexposure, due to the inability of the camera mechanism to cut down sufficiently the light which reaches the film.

In such a situation, put an orange filter over the lens (which cuts the light the equivalent of two exposure numbers and will probably improve the picture anyway). If that's not enough, add the polarizing filter (two more exposure numbers worth of light cut out).

And whenever using a filter for pictorial effect (and not for exposure control), be sure to compensate in exposure for the amount of light the filter cuts out. No thinking necessary—clear instructions are marked on the rim of all Polaroid filters.

Follow the film instructions

In each package of film is an instruction sheet containing, among other things, fairly complete information about how to expose that particular film type. Here you'll find a visual exposure guide, with reliable data on what kinds of settings to use for various outdoor lighting conditions. Under average conditions, these exposure recommendations work quite well.

Also the instruction sheet carries explicit directions on how to set your Polaroid exposure meter (and most other types of meters) so it will give you true readings. You'd be surprised at how many people blithely toss away the film instruction sheet, then go on to ruin the film with wrong exposure.

Picking an exposure meter

As explained previously, all Polaroid Land cameras except the Pathfinder have a unique method of

(Continued on page 130)

Our tremendous purchasing power enables us to offer you big savings as shown by the attractive prices listed below . . . Our efficient system assures you fast service. Reliant pays postage and insurance on all orders—send check or money order—mail orders filled immediately!

WALLET-SIZE PHOTOS

25 FOR $1 post paid

Perfect to give as gifts or for use with job or school applications.

Professionally printed on double weight, silk finish paper. Prices are for prints from one pose.

24 HOUR SERVICE

Send either negative or photo which will be returned unharmed. No negative charges or extra charges.

◀ ***You get 25 photos this actual size for only $1.00***

FILMS DEVELOPED
. . . and ENLARGED JUMBO SIZE

only **50c** A ROLL

POST PAID

for any size roll of film: 620, 120, 116, 616 and 127.

Jumbo Reprints from any size negative only 5c each.

Fast One-Day Service

Reliant is one of the largest photo finishers in the East, giving top quality, fast service for the past 10 years. Write for *free film mailing bags.*

ENLARGEMENTS

Your choice: Double weight matte or glossy

4 5" x 7" only **$1** post paid

3 8" x 10" only **$1** post paid

Prices are for blow-ups made from one negative. Just mail photo, negative or snapshot of any size. Your originals are returned with order. No extra charges. Please specify matte or glossy.

BIG DISCOUNTS ON

KODAK COLOR FILM

Guaranteed Fresh!

Genuine Eastman Kodak factory packed film. In original cartons. Do not confuse with reloads. Your order is shipped same day received.

	List	Our Price
35mm x 20 exp. Kodachrome	1.85	1.48
35mm x 36 exp. Kodachrome	2.60	2.08
35mm x 20 exp. Ektachrome	1.85	1.48
(Specify daylight or type F)		
8mm x 25' roll Kodachrome	2.40	1.92
8mm x 25' mag. Kodachrome	3.75	2.95
16mm x 50' mag. Kodachrome	5.95	4.76
16mm x 100' roll Kodachrome	7.15	5.72
(Specify daylight or type A)		

EKTACHROME and ANSCOCHROME COLOR FILM PROCESSING

35mm x 20 exp. mtd. . .95
35mm x 36 exp. mtd. . 1.75
828 mounted..... .95
120, 620..... .95

120, 620 square mtd. or "Superslides" 1.20

STEREO
35mm x 20 exp. mtd. . 1.95

35mm COLOR DUPLICATE TRANSPARENCIES . only 25¢ each

KODACHROME PROCESSING BY EASTMAN KODAK

Write us for free mailing bags and price list

BIG DISCOUNTS ON

- ★ KODAK COLOR PROCESSING
- ★ KODAK COLOR PRINTS
- ★ KODACOLOR
- ★ COLOR SLIDES
- ★ MOVIE FILM

ALL WORK DONE BY

EASTMAN KODAK CO.

Write us for free mailing bags and price list

SEAL YOUR VALUABLES IN PLASTIC

Whether it's a wallet photo, color print, snapshot, identification or membership card, social security, etc.—you'll protect them forever with air tight, double thick, plastic laminating. Our price **35c** each.

copies made from your POLAROID CAMERA PRINTS

(From any Model Polaroid Camera)

3 prints (Postcard Size)
PLUS COPY NEGATIVE . . . Only 50c
.Your Originals returned with order

Authorized Dealers for KODAK, ANSCO, BELL & HOWELL, REVERE, GRAFLEX, KEYSTONE, POLAROID, DE JUR

RELIANT PHOTO SERVICE

7721 THIRTEENTH AVENUE
BROOKLYN 28, NEW YORK

Store Hours: 10:30 A.M. to 7:30 P.M. Monday thru Saturday TErrace 7-1700

OUTSTANDING VALUES

DEVELOPING SERVICE AVAILABLE

100' 16mm B&W $1.25
8mm 25' double ..... .60

MOVIE FILM

Size	B&W	Color
8mm 25' dbl. roll	$1.15	$2.25
8mm 25' dbl. mag.	1.75	3.00
16mm 100' B & W available in both sound or silent	2.50	5.95
16mm 50' magazine	1.90	3.50

Processing included—
With purchase of 6 rolls B & W of any size—ONE FREE
16mm Kodachrome, 100 ft. roll $4.95
To be sent directly to Eastman Kodak for free processing.

35mm COLOR FILM

Available in tungsten and daylight
Available in ANSCO TUNGSTEN 35mm x 100' ... $22.00
AERO EKTACHROME—DAYLIGHT SPEED—100 ASA 20 exp. rolls, including proc. ..... $1.50 (3 for $4.25)
20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)
AERO EKTACHROME CHEMICALS—1½ gal. ... $2.95

Bulk MOVIE FILM 8mm or 16mm

1500' (30 50' rolls) $11.50 16mm
50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm
1350' (25' rolls) $9.95 16mm
400' rolls $3.60 8mm & 16mm
(this is a fine grain)
PANCHROMATIC REVERSAL FILM
Processing not included

35mm BLACK & WHITE BULK

ANSCO FINOPAN $1.25 (Weston 24) Kodak Super X or Double X $1.40

ROLL FILM

#127, 120, 620, 116, 616
Black & White 10 for $1.95
120 & 620 color ..... 75¢ a roll
35mm 20 exp. B&W ..... 25¢
35mm 36 exp. B&W ..... 49¢
AERO EKTACHROME #120 and #620
Weston 40 ..... 3 for $2.85
35mm 36 exp. TRI X ..... 50¢ a roll.
Minimum order 4 rolls

SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS
(CARTOONS AND FAIRY STORIES)

50 ft. 8mm ..... $ 2.00
200 ft. 8mm 7.50
100 ft. 16mm 5.00
400 ft. 16mm ..... 20.00 (silent)
400 ft. 16mm ..... 25.00 (sound)

MOVIE FILM SPECIAL

100' 8mm double
Packed on 4 Camera spools 25' $1.79
processing not included

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4
100 sheets per box 10 x 10 ..... $2.50

ANSCO COLOR IN BULK

16mm—4c per ft. ..... min. order 50 ft.
8mm—25 ft. on camera spools $1.25
100' 8mm $5.00
(Processing not included)

CLEARANCE SALE

SOUND OR SILENT CARTOONS APPROX. 400 ft. .. $4.95
For Home Use Only

AVAILABLE IN 8mm and 16mm THE FOLLOWING FULL VERSION REELS

The 8mm is approximately 200 ft. and 16mm approx. 400 ft. each reel.

CHARLIE CHAPLIN COMEDIES—1 reelers—NEW JANITOR: MABEL'S BUSY DAY, FILM JOHNNY, BETWEEN SHOWERS, CAUGHT IN THE RAIN, HIS NEW PROFESSION.—2 reelers—IN THE BANK, NITE AT THE SHOW, THE CHAMPION, THE TRAMP, HIS NIGHT OUT, DOUGH AND DYNAMITE. The price for silent is $10.00 per reel and for sound $12.50 per reel. 8mm $5.00 per reel.

MACK SENNETT BATHING BEAUTIES—one-reelers $10.00 per reel and $20.00 for two-reelers. Full version approx. 400 ft. 16mm each. 8mm $5.00 per reel.

GRANTLAND RICE SPORTS—available in 8mm approx. 200 ft. each and 400 ft. approx. Price 16mm $10.00 silent and $12.50 sound. 8mm $5.00 per reel.—RUNNING THE SCALES, SPORT AFLOAT, GRIDIRON GLORY, BULLS EYE, SUN AND SNOW, SELF DEFENSE, MONARCHS OF THE FIELD, SON OF SWAT.

HAL ROACH COMEDIES—Snub Pollard & other famous stars, full version—available in 8mm approx. 200 ft. $5.00 per reel—16mm $10.00 silent per reel and $12.50 sound. Approx. 400 ft.

ORIGINAL OUR GANG COMEDIES—available in 8mm and 16mm $5.00 for 8mm approx. 200 ft. $10.00 per reel for 16mm silent approx. 400 ft. per reel—available in 1 and two reelers.

Include postage with all orders

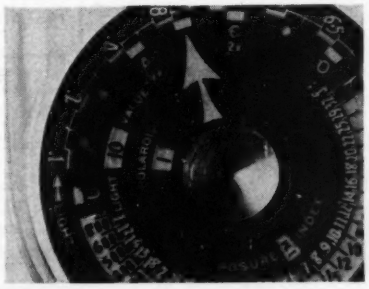
CINEPIX, INC.
Dept. M, 243 West 55 St., N. Y. 19, N. Y.

PICTURES IN A MINUTE

(Continued from page 128)

exposure control. Until recently, only Polaroid Corp. marketed meters calibrated to give Polaroid exposure number readings. These were the PR-23 (for the Model 80 Highlander) and the PR-22 (for all other models but the Pathfinder).

These are reflected light type meters—that is, you bring them up close to the subject and measure the brightness of light being reflected from the surface or area to be photographed. The PR-22 and 23 are useful in outdoor daylight situations but they are not sensitive enough to be of real value where the light is dim, and where a meter might do the most good. Also, the new, faster Polaroid films have outrun the range of their scales.



Latest model Weston (shown here) and Brockway meters have direct reading Polaroid number scales.

During the past year makers of two of the finest exposure meters, the Weston Master III (see photo) and the Brockway Norwood Director, added Polaroid number scales to the rest of the information on the computer dials. Thus, for the first time, a meter of truly great range and sensitivity could be used directly with the Polaroid number system. If you have a conventional camera and also a Polaroid camera, either one of these meters will do a fine job with both cameras. However, make sure that you are getting the model that has a Polaroid number scale on it.

Polaroid Corp. is also about to market some new meters, including one of very wide range and ability. The latter is designed to give readings either in Polaroid exposure numbers, or according to the LVS-EVS scale. This is a new type of exposure control system which you will find fully described in the LVS article on *page 58* of this issue. It resembles the Polaroid number system in that you set a single exposure number. Polaroid Corp. is planning to change the numbering system of its cameras so they will coincide with the EVS system. This will make no difference in the operation—the numbers will just be 11 to 18 instead of 2 to 9 for the Highlander, and 10 to 17 instead of 1 to 8 for the other models. Even the Pathfinder will be revamped for the EVS system.

I'll detail these important changes in cameras and meters in a future *Pictures in a Minute* column.

Getting the exposure right

Regardless of which meter you use, there are a few basic principles to keep in mind which will help produce correctly exposed Polaroid Land prints. Our aim should be to give the film just the amount of exposure that will make an excellent record of detail in the important highlight areas. Note the emphasis on *important*. If we are photographing people, that usually means texture and detail in faces, not in the white shirts they may be wearing. Properly exposed skin tones should range from light to middle or even dark gray in the print, depending on the type of subject and lighting. Milk white skin may be fine in some kinds of novels, but in photography it is usually just a sign of overexposure.

It has been my experience that if the new Polaroid films are exposed to get nice skin tones, the range of the film will include properly exposed whites, and will also show detail in quite dark shadows. If you pitch the exposure too high, so skin tones are very white and without texture, lighter areas will be totally without detail. You are also likely to have shadows which are too light to add the proper punch to the scene.

If exposure is pitched too low, so pure white areas of the subject regis-

Compare these well-exposed skin tones with those on *page 126*. Variations in background may make subject appear to be lighter or darker in comparison.

ter as middle grays, then face tones will probably be muddy and dark and shadows will be impenetrable.

My personal preference is for a few brilliant, pure white highlights to add sparkle, a mass of grays of all shades to record the detail, and some rich, deep, black tones to set off the rest.

Of course, some interpretation is necessary in many cases. For example, we snap a portrait when our subject's face is shaded but all else is brilliantly lighted. How should this be recorded?

The face may appear to be a shadow tone, but for our purposes it is the only *important* area of the scene. So, exposure must be such that there is detail in the highlight areas of the face. If there should be a glancing ray of bright light on one cheek, or on hair, this can be ignored in figuring exposure—it will add a bit of sparkle.

How to use meters

The rest of this issue is full of articles on meter use and other aspects of getting correct exposure; any references to use of meters with transparency color films are particularly applicable to Polaroid camera work, for the problems are similar. Techniques for exposing black-and-white or color negative materials are quite different, so don't mix them up. However, there are a few meter use rules of such importance that they bear repetition here.

Always check that the meter is set according to the exposure index of the film type you are using.

When using a reflected light meter the light cell is always aimed at the subject. Come up close enough to the subject so stray light does not sneak around it, him, or her, and get into the meter cell. But don't come so close that the meter takes a reading of the shadow cast by it and your hand.

If you have a subject with a wide range of tones and important detail in both shadows and highlights, try a compromise reading. Meter both the brightest *important* highlight area and the darkest *important* shadow area, noting the readings for both. Then set your camera for an exposure number midway between the two readings. This should produce a fairly good mid-range exposure. Then, if you want to favor highlights or shadows a bit, go up or down one more exposure number for that effect.—THE END

35mm COLOR SLIDE DUPLICATING
MOUNTED 17¢ ea.
20 FOR — $3.00

35mm COLOR DEVELOPING
ANSCOCHROME AND EKTACHROME (1 ROLL 1.00 / 3 ROLLS 2.50)
120-620 ANSCO OR EKTACHROME (1 ROLL 1.00 / 3 ROLLS 2.00)
MOUNTING FOR 120-620-127 and SUPER SLIDES
5 CENTS EACH

35mm BULK FILM LOADER
W 10 EMPTY CARTRIDGES 5.49
Post. Ins. 35¢

KODACHROME
FACTORY FRESH 1 YR. EXP. DATE
PROCESSING INCLUDED IN PRICE
+35MM — 20 EXP.+
3 ROLLS 6.95
5 FOR 11.49
10 FOR 21.75
35MM — 36 EXP.
3 ROLLS 10.45
5 FOR 17.19
10 FOR 32.99
8MM — 25 FT. DOUBLE
3 ROLLS 8.35
5 FOR 13.50
10 FOR 26.49
16MM — 100 FT.
1 ROLL 7.45
3 FOR 22.50
5 FOR 36.90

35mm ANSCOCHROME OR EKTACHROME
(Not Aero)
20 EXP. + 36 EXP.
3 For 3.99 | 3 For 5.95
10 For 12.80 | 10 For 18.50
ADD 5¢ PER ROLL FOR POSTAGE AND HANDLING — NO RELOADS

THIS 3½ x 3½
COLOR PRINT
FROM
SQUARE 120-620-STEREO
ROBOT & SUPERSLIDE
TRANSPARENCIES
REGULARLY 50¢
SPECIAL
30¢
4 FOR $1.00

2½ x 3½ SPARKLING COLOR PRINTS 4 x 5
2x 25¢ ea. 5 for 1.00
3½ x 5 FROM 35MM ONLY 35¢ ea. 3 for $1.00
4x 50¢ ea. 4 for 1.90
5 x 7
5x 85¢ ea. Any 3—2.25
8 x 10
8x 1.75 ea. Any 2—3.15
COLOR PRINT ORDERS OVER $15 RETURNED VIA AIR INSURED POSTAGE PAID
PANORAM FILM LABS DEPT. M7, 1190 6th AVENUE • NEW YORK 36

YOU CAN BE A TV CAMERAMAN

It's a short step from the nationally-known Television Workshop to a good-paying job in television.
Work with the finest RCA cameras and video equipment in station-size studios, under the instruction of network experts.
Graduates now working at leading TV stations throughout the nation. Previous experience unnecessary. Free placement service.
Day or Evening Classes
Send for FREE Booklet P-7
APPROVED FOR VETS
TV WORKSHOP
1780 Broadway, New York 19, N. Y. PLaza 7-3721

MEN—WOMEN! BIG PROFIT HOME BUSINESS!
RETOUCH NEGATIVES for PHOTOGRAPHERS
NO ART ABILITY NEEDED—EASY TO LEARN

TAKES MINUTES CHARGE $ $ $
DO BUSINESS BY MAIL
WE TEACH YOU HOW
EQUIPMENT INCLUDED

All professional photos—portraits, baby pictures, weddings, graduations, etc.—millions every year!—must be retouched in the negatives to remove blemishes. To help satisfy big growing demand for Photo-Negative Retouchers, well known Hollywood photographer now reveals his own secrets in easy-to-learn Home Course. Prepare now for career in glamorous photo studio or operate your own home business, spare or full-time. Photographers send you negatives by mail. You retouch and return same way. Retouchers average 2 to 3 photos per hour—charge up to $5 each! No previous experience or art ability needed. Wonderful opportunity, both men & women. Illustrated instructions, with all necessary starting tools and equipment sent for you to try out at home before you decide. FREE—full details. Send name & address today! DUVAL SCHOOL, Dept. 47, 100 So. Vermont, Los Angeles 4

BE A CAMERA CRAFTSMAN...

Many are needed in this big paying field and now... YOU can learn to repair cameras using manufacturers' service methods at home...in your spare time! Instructions, tools, practice equipment—everything you need is included in this approved course!
Write for big FREE illustrated booklet that tells you HOW!
SEND FOR FREE BOOK!
national camera repair school LP-7

NOVOFLEX
THE BEST OF WEST GERMAN PRECISION AND VERSATILITY.
NOW: AN EASY WAY TO COPY, CORRECT, CROP 35MM SLIDES
WITH THE BALCOP SLIDE COPYING ATTACHMENT
1—DUPLICATE YOUR BLACK and WHITE OR COLOR SLIDES
2—MAKE NEGATIVES FOR PRINTS FROM YOUR SLIDES
3—MAKE SLIDES FROM BLACK and WHITE NEGATIVES
• BALCOP IS USED IN CONJUNCTION WITH NOVOFLEX BELLOWS ATTACHMENT and SUNSHADE
IF YOU OWN A LEICA, LEICA M3, PENTACON, RECTAFLEX, CANON, CONTAX, NIKOM, EXA, EXACTA, PRACTICA, ALPHA ALNEA, PRACTINA

BELLOWS $34.50
LENS HOOD $14.25
BALCOP $22.50
MINIFILM CAMERA STORES
1190 SIXTH AVE. NEW YORK 36, N. Y.

AWON PHOTOGRAPHIC DISCOUNTS !!!

All Brand New with Manufacturers' Guarantees

EXCLUSIVE—RADIANT
Portable Tripod Screens
Crystal beaded 1956 Model

With new VYNA-FLECT fabric. These screens are guaranteed for life—fireproof, fungus proof, and washable. No other screens at these prices have all these higher-priced features.

SPEC.		SPEC.	
30 x 40	$9.95	37 x 50	$14.95
40 x 40	10.95	50 x 50	15.95

Screens are shipped R.R. Expr. collect postage

Brand New
FEDERAL Enlargers
CLEARANCE CLOSE-OUT SPECIAL

	List	SPECIAL
35mm 135C, f4.5 lens	$54.95	$35.95
Model 135C, Carrying case	9.95	6.95
FOR 2¼ x 3¼ NEGATIVES		
No. 240, Diffused, f7.9 lens	$29.95	$20.95
No. 269, Diffused, f6.3 lens	$43.95	26.95
Carrying case for 269	9.95	6.95
No. 269CL, Cold Light, f6.3	$57.95	39.95
No. 311, Sgl. Cond, F4.5	$79.95	55.69
FOR 4x5 NEGATIVES		
No. 450, Diffused, f4.5 lens	$119.95	77.65

Brand New! 40% OFF!
SUNRAY ENLARGERS & EASELS

	Reg.	AWON PRICE
Zenith 35mm, Dble. Cond., 2", f4.5 lens	$74.50	$45.00
Same, Less lens	59.50	36.00
Master Craft 23, 35mm to 2¼ x 3¼", f6.3 lens	47.50	29.00
Arnold D, Cond. & Diff., f4.5 lens, 35mm to 2¼ x 3¼"	92.50	55.50
8 x 10 Easel, Steel, w/scale	5.50	3.30
11 x 14 Easel, Steel, w/scale	7.75	4.60

Brand New! Famous Make

ELECTRONIC FLASH

- Needs only 4 small batteries
- Exposure calculator dial
- Hand-Grip head for "off-the-camera" shots
- Switches easily to AC power
- GE flash tube gives constant flash value and exposure
- Comes with 4 batteries, camera bracket, and AC line cord.
- **ONE YEAR GUARANTEE!**

List Price..$54.50 AWON SPECIAL.. $29.95

ELECTRONIC FLASH OUTFITS
BRAND NEW

	Reg.	AWON PRICE
Ultrablitz Jet. A.C. or Batt	$70.00	$44.95
Ultrablitz Matador S w/batt	99.95	49.95
DeJur Mecablitz	54.95	35.95
Hershey "700" A.C. and Batt	54.95	34.95
RI DYNALITE A.C.	24.95	19.95
FR Model II, A.C. or Batt	54.50	36.95
FR Model 140, A.C.	29.95	21.95

And your old flashgun in trade

SPECIAL SALE—ALL METAL REEL CHESTS, REEL & CANS

CHEST 183—Holds 12 200' 8mm reels and cans	$2.49
CHEST 185—Holds 12 300' 8mm reels and cans	2.79
CHEST 184—Holds 12 400' 16mm reels and cans	3.69
8mm 200 ft. REEL & CAN — 4 sets for	2.49
8mm 300 ft. REEL & CAN — 4 sets for	2.95
8mm 400 ft. REEL & CAN — 4 sets for	3.65
16mm 400 ft. REEL & CAN — 4 sets for	3.65

Special for ARGUS fans

SOLIGAR, top quality 135mm f4.5 telephoto for Argus C-3. Reg. 49.50 **SPECIAL—$29.95**
Auxiliary telephoto for C-3, w/case. **ONLY $9.95**
AIREQUIPT slide trays for Argus projector. 6 for $8.95.....12 for $16.95
See **CLEARANCE SPECIALS** (above) for big discounts on New Argus cameras.

EDITING EQUIPMENT

	Reg.	SALE
Mansfield 8mm Action Editor	$39.95	$18.95
Mansfield DeLuxe 8mm Portable, w/case	46.00	25.95
Kalart 8mm Action Editor	39.95	26.95
Craig 8mm or 16mm Portable w/case	79.50	53.95

All Editors Include Rewind, Splicer & Baseboard

Imported Soligor Movie Lenses

In "D" Mounts for 8mm Movie Cameras

	Reg.	Sale
6.5mm, f1.9, W.A., Fixed	$44.95	$28.95
7mm f2.5, W.A., Fixed	29.95	17.95
1½", f3.2 Telephoto, Fixed	12.95	8.95
1½", f2.5 Telephoto, Focusing	26.95	15.95
1½", f1.9 Telephoto, Focusing	38.95	24.50
1½", f1.4 Telephoto, Focusing	49.95	29.50
1½", f1.0 Telephoto, Focusing	99.50	49.50

For Kodak 8mm Mag. Movie Cameras

6.5mm, f1.9, W.A., Fixed	49.95	33.50
1½", f1.4 Telephoto, Focusing	54.95	34.50

In "C" Mounts for 16mm Movie Cameras

13mm, f1.5, W.A., Focusing	89.95	62.95
17mm, f2.5, W.A., Focusing	34.95	23.50
3", f1.5 Telephoto, Focusing	99.95	69.50
3", f2.5 Telephoto, Focusing	42.50	25.95
3", f3.5 Telephoto, Focusing	32.50	19.95

8mm LENS SET—Hard ctd., 1 yr. guarantee against optical defects.
1½ f3.2 Telephoto, Focusing mount — only $ 8.95
7mm f2.5 Wide Angle, Fixed — only 12.95
SPECIAL OFFER—both of the above lenses only $18.95

CLEARANCE SPECIALS

LIMITED QUANTITIES! Many below dealers cost! All guaranteed BRAND NEW! First come, first served! ORDER NOW!

ILOCA Stereo II, f3.5 lenses, reg. $125	$44.95
Westar f4.5 100mm lens for Exacta, etc.	14.95
35mm Bolsey B-3 kit, f3.2 lens, w/case & flash	41.95
35mm AO Shot 300 watt projector	25.95
35mm Super Paxette, f2.8 lens, RF, w/case	37.95
Flexaret 120 Twinlens Reflex, f3.5, w/case	37.95
New ARGUS C-3, f3.5 ctd w/case & flash	47.95
New ARGUS C-4, f2.8 ctd w/case & flash	69.95
New ARGUS C-44, f2.8 ctd w/case & flash	79.95
Bower Golf 120 folding camera, f6.3, w/case	18.95
Bower X, 120 folding camera, f4.5, w/case	26.95
35mm Edixa I, 35mm, f3.5 Vario, w/case	19.95
8mm VISTASCOPE wide screen lens, list $75	55.00
16mm VISTASCOPE wide screen lens, list $125	87.50
Radiant 16mm wide screen lens for the profess.	99.50
Mansfield Auto-Splicer, 8mm/16mm, reg. $9.95	4.95
Weston Master II exposure meter w/case	18.95
KODACHROME, 35mm x 20 exp.-1957 Date—6 for	5.25
SPOT-O-MATIC enlarging meter, list $12.50	8.75
Premier A2 Roto Dryer, 12x29, list $27.50	18.95

TRIPOD SALE!

	Reg.	SALE
Quick Set Champ II, 3 Sect., Elev., w/Pan Head	$34.00	$22.95
Quick Set Husky II, 3 Sect., Elev., w/Pan Head	47.00	32.95
Star D-18, 3 Sect., w/Pan Head	15.40	8.97
Star D Conquest, 3 Sect., Elev., w/Pan Head	21.50	13.30
Continental Mark III, 3 Sect., w/Swing Over Tilt and Monopod	25.95	16.95
SPECIAL! Quick Set Elevator, 3 Sect., w/Pan Head	29.95	16.88

MOVIE PROJECTOR SALE!!
"Holiday"

500 Watt, 8mm Movie Projector

EXCLUSIVE AWON SPECIAL! ! ! ! You recognize the famous manufacturer's name. You've seen it selling for as much as $20 more in most leading camera stores. Now AWON smashes the price for this limited offer. All **ALUMINUM DIE CAST** construction. 400 ft. reel capacity. Coated f1.6 lens. High intensity blower cooled. Lifetime lubrication. ORDER NOW while the supply lasts!

AWON SPECIAL! Projector $39.95 Case $4.95

PORTABLE SLIDE FILE CASES

- For Tray & Magazine
- Fits TDC: KODAK: ARGUS: REVERE & AIREQUIPT

Model 12 (12 Trays) . . . Reg. $ 8.75	$5.95
Model 24 (24 Trays) . . . Reg. $11.95	$7.95
12 Viewlex or TDC trays (Holds 432 slides)	$ 4.95
12 Airequipt trays (Holds 432 slides)	16.95

NEW EXPOSURE METERS

Reg.		SPEC
$9.95	Alpex Direct Reading w/case	$5.95
8.95	Sekonic Leader DeLuxe, w/case	6.50
9.95	Sekonic Compact, w/case	6.50
32.50	Norwood Director M-2	23.95
26.95	DeJur Dual-Professional	17.95
26.50	GE DW-68	17.95
32.50	GE PR-1 w/case	19.95
32.50	Weston Master III w/case (dem)	22.75
33.45	Weston Master II w/case	18.95
34.50	GE Guardian w/case	23.50
18.00	Weston DR, Dir. Reading w/case	12.95
	Case for any of above	1.95

BRAND NEW! 1957 MODEL!
AIRES III
35mm with High Speed f 1.9 lens

SAVE $36 on this special **AWON DISCOUNT DEAL.** Special features include rapid film wind, speeds ½ to 1/500 sec, full MX sync., brilliant rangefinder-viewfinder, focus from 20" to infinity. **LEATHER CASE INCLUDED FREE** of extra cost if you order promptly.

Total List $115.90 AWON SALE $79.95

YASHICA REFLEX CAMERAS

ALL BRAND NEW—LATEST MODELS—JUST ARRIVED
AWON is proud to offer these highly prized imported cameras at sensational discount prices!
LEATHER CASE INCLUDED FREE!

	List	AWON PRICE
YASHICA A	$35.95	$24.95
YASHICA C, semi automatic	54.50	37.95
YASHICA LM, semi automatic with built-in exposure meter	69.95	45.95
YASHICAMAT* AUTOMATIC	79.95	58.95

KODACHROME PROCESSING

35mm x 20 exp., mtg.	$1.05
35mm x 36 exp., mtg.	2.05
8mm x 25 ft. dble.	1.05
8mm x 25 ft. mag.	.65
16mm x 50 ft. mag.	1.05
16mm x 100 ft. roll	2.55

All film returned via insured mail. Check or Money Order must accompany film.

BELL & HOWELL *Sale*
ALL BRAND NEW—ALL LATEST MODELS

	LIST	AWON PRICE
8mm MOVIE CAMERAS—roll film		
Wilshire #220, f2.5 lens	$ 39.95	$ 29.95
Monterey # 252, f2.3 lens	49.95	36.95
Companion #134W, f2.5 lens	89.95	64.95
Sportster #134V, f1.9 foc mt lens	129.95	89.95
Auto—8 Voyager #172B, f2.5	134.95	94.95
Auto—8 Explorer #172A, f1.9 foc mt	199.95	138.50
Monterey de luxe 252B f1.9	59.95	42.00
16mm MOVIE CAMERAS—magazine		
Electric Eye #200EE f1.9 foc.	299.95	224.95
Case for above	30.00	21.45
Auto Master #200TA turret f1.9	289.95	219.95
8mm PROJECTORS		
Monterey #253 500 watt	79.95	56.95
Monterey #253 AR 500 watt	99.95	69.95
Regent #122 LC 500 watt	159.95	112.95
Regent de luxe #122 LR 500 watt	179.95	127.95
16mm PROJECTORS		
Statesman #273, 750 watt	199.95	142.95
Filmosound #385C 1000 watt, sound	479.95	346.95
SLIDE PROJECTORS		
Robomatic, all auto. 500 wt, w/case	149.50	108.00
Headliner #303, w/case	59.50	42.95
Headliner #303 w/remote control & case	83.00	66.50
TDC #D w/airflow case	79.50	55.45
Streamliner 500 watt w/case	89.50	66.50
Streamliner Duo 500 wt. for 2x2 & 2¼ sq.	84.50	62.95

Brand New! Famous
SOLIGAR Reflex Camera Outfit

featuring the Soligar I—Twin lens Reflex with f3.5 ctd. lenses; Speeds to 1/300; FX Synch; Ground Glass Focusing; Geared Coupled Focusing Lever; Body shutter release.

List $34.95	Soligar I
List 7.95	Case
List 5.95	Flashgun

A $48.85 value at AWON'S special combination price of $24.95

SOLIGAR Model III Outfit

SEMI-AUTOMATIC film transport, split-image rangefinder plus ground glass focusing. Complete with Model III camera, case and flashgun. An AWON Special.

total list $75.85 AWON SPECIAL $34.95

REFLEX 66 .....List $99.50 Demonst. $69.50

BRAND-NEW WORLD FAMOUS 8MM TURRET MOVIE CAMERA WITH 3 LENSES

½" Std. f:2.5
7mm Wide Angle f:2.5
1½" Telephoto f:2.5

Best movie buy anywhere. We can't mention the manufacturer's name, but it's one of the 3 leading firms. Precision U.S. made movie camera with 5 speeds including slow motion. Optical zoom viewfinder. Drop-in loading. Guaranteed for life.

Reg. $169.40 **ONLY 99.95**

Same outfit with three f:1.9 Focusing Lenses. Reg. $207.50 ..... **ONLY $124.95**

AWON FILMS

Postage & Insurance must be prepaid. Items marked "FREE" must be requested at time of purchase to be acknowledged.

108-M West 29th Street, New York 1, N. Y. LA 4-6376

AWON FILM DISCOUNTS !!!

108-M West 29th Street
New York 1, N. Y. LAckawanna 4-6376

This 1958 dated film is in its original sealed package *fully guaranteed by the manufacturer. Day, or Tung. Price includes processing & mounting (35mm).*

Size Lots of 3—EA.	Kodachrome
8mm x 25' dble. roll	$2.65
8mm x 25' dble. mag.	3.50
16mm x 50' mag.	5.25
16mm x 100' roll	7.75
35mm x 20 exp.	2.45
35mm x 36 exp.	3.80

BULK FILM SPECIAL

1—Brand New Daylight Film Loader
100'—fresh dated negative film
5—film cartridges

$5.95

MOVIE FILM

Fast, fine grain, panchromatic ASA 50.
Prices include new fast processing service.

8mm x 25' dble. roll	$1.10
BOLEX 8mm x 100' dble. roll	3.50
16mm x 50' mag.	1.75
16mm x 50' mag. Plus X or XX	2.00
16mm x 100' Ansco	2.75
16mm x 100'	2.50
16mm x 100' Kodak Plus X	2.95
16mm x 100', Sound, ASA 50	3.40
16mm x 50' roll, Plus X	1.50
16mm x 100' Kodak Super XX ASA 100.	3.25
8mm Mag. B. & W.	2.00
16mm x 100' Sound Perf	3.25
16mm x 100' Tri X Sound Perf	5.25

BUY SIX . . GET ONE EXTRA FREE

CUT FILM HOLDER

Standard Double

Fits all Graphics and other cameras with standard press-type spring backs.

	Reg.	SPEC.
2¼x3¼	$ 3.85	$ 2.79
3¼x4¼	3.99	2.89
4x5	4.12	2.99
5x7	4.71	3.39
* 8x10	13.00	10.40

Minimum Order—3
* No Minimum Required

AWON CHOPS KODAK PRICES

ALL BRAND NEW—ALL LATEST MODELS—Awon dares to discount even Kodak Equipment—Order Now!

	LIST	AWON PRICE
KODAK CAMERAS		
KODAK SIGNET 35mm outfit	$ 91.45	$ 64.00
KODAK SIGNET 35mm, f3.5 lens	75.00	49.50
KODAK RETINA IIIc 35mm, f2	190.00	112.00
KODAK STEREO outfit	97.25	65.00
KODAK STEREO camera	84.50	58.00
KODAK DUAFLEX IV	16.95	12.00
KODAK DUAFLEX IV flash outfit	23.75	15.95
BROWNIE HAWKEYE flash outfit	14.95	10.95
KODAK HOLIDAY flash outfit	9.95	7.10
KODAK PONY 135 model C, f3.5	36.50	27.00
KODAK PONY 135 model C outfit	49.95	35.00
KODAK SIGNET 40, 35mm, w/flash	69.00	49.95
KODAK MOVIE CAMERAS		
KODAK BROWNIE 8mm model II, f2.7	29.95	21.00
KODAK BROWNIE 8mm model II, f2.3	37.50	26.95
KODAK BROWNIE 8mm model II, f1.9	44.50	31.95
KODAK BROWNIE turret 8mm f1.9	79.50	56.00
KODAK MEDALLION 8mm mag. f1.9 foc	144.50	95.80
KODAK K100 16mm f1.9 lens	279.00	210.00
KODAK K100 turret 16mm f1.9 lens	315.00	240.00
KODAK PROJECTORS		
CINE KODAK Showtime 8mm projector	115.00	77.95
BROWNIE "300" 8mm movie proj	62.00	43.00
BROWNIE "500" 8mm movie proj	74.50	52.00
KODASCOPE ROYAL 16mm movie proj	275.00	199.95
KODASLIDE SIGNET 35mm slide projector 300 watt w/f3.5 lens, auto changer	69.50	49.95
KODASLIDE SIGNET (above w/500 watt)	82.50	59.95

Ask for the AWON DISCOUNT PRICES on all equipment

BULK MOVIE ASA 50

8mm x 400' dble. ..$5.95 8mm x 1600' dble. ..$22.00

On Camera Spools . . . No processing

8mm x 100' dble. $1.70
8mm x 25' dble. 7 for price of 6! ....60c ea.

MOVIE—QUANTITY DISCOUNTS—B&W ASA 50 REVERSAL. NO PROCESSING

SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 25'	$8.95	$4.95	$2.75
16mm x 50'	19.95	10.95	5.95
*16mm x 100'	49.50	29.50	17.95

*On Camera Spools

Black & White Movie Film Processing Service

8mm x 25' Dble.	$ .55 ea.
16mm x 100'	$1.00 ea.
16mm x 50'	$ .65 ea.

★ ★ FREE! ★ ★

With every film purchase of $25 or more—Except Kodachrome or Anscochrome—you get a FREE 1 year subscription—$4 value—to Modern Photography or another Camera magazine of our choice.

ANSCO COLOR 1956 DATE

Daylight or Tungsten

35mm x 112'	$18.95
35mm x 50'	9.95
35mm x 27½'	6.95
35mm x 20 exp. in metal cartr.	1.20 ea.
6 for $5.50	12 for $10
35mm x 50' Tung	$6.95
35mm x 20 exp. Tung	6 for $4
620 Tungsten	6 for $2.00

ANSCO COLOR—MOVIE—16mm x 100' roll—original package. Ansco processing included.
$6.50 ea. ....3 for $18.75

Aero EKTACHROME

ASA 40 with 1½ gallon processing kit

5¼ x 20'	$5.95
5¼ x 40'	$7.95
7 x 18'	$5.95
9½ x 40'	$9.95
35mm x 37½'	$5.95

EXTRA—Free compensating filter with any of above.
SPECIAL—4½ gallon Ektachrome processing kit $3.95

POLAROID FILM

Type 31 (Model 80)	6 rolls for $ 7.00
Type 32 (Model 80)	6 rolls for $ 8.00
Type 41 (Model 95A, 700, 110)	6 rolls for $ 9.00
Type 44 (Model 95A, 700, 110)	6 rolls for $10.95

KODAK SUPER XX ROLL FILM

127, 120, 620, 116, 616 on AWON spools — 6 rolls for only **$1.00**

MICROFILE

Perforated or Unperf.
35mm x 100' $1.98
16mm x 100' 1.75

Sale-Westinghouse FLASHBULBS

per CASE OF 120

#5	(per case)	$ 8.95
M2	(per case)	7.95
SM	(per case)	11.95
SB	(per case)	12.95

AERO EKTACHROME FOR MOVIE FANS—ASA 40

8mm x 100'—$4.75 16mm x 100'—$4.75
3 for $13.25 Proc. not Incl.

NEW — ANSCOCHROME ASA 100

This is the genuine SUPER HIGH SPEED Color Film just released by Ansco. Be first to use this fast film. 1958 date. Original pack.

	LIST	AWON PRICE
35mm x 20 ex.	2.35	3 for $5.98
120 roll	1.75	3 for 4.50

EKTACHROME KIT — ASA 40

Original sealed carton includes 5½'x40' film, two 1½ gallon processing kits and 4 filters.

SPECIAL — $5.00

HIGH SPEED MOVIE ASA 200, '56 date, Proc. Incl.

8mm x 25' Roll ....$2.45 ea.; 3 for $7.05
8 or 16mm x 100' roll ....5.70 ea.; 3 for 16.20

Bulk ANSCO COLOR daylight or Tung. #534 1955 DATE

35mm x 100'	$11.95
35mm x 50'	6.50
35mm x 27½'	4.00

16mm x 400' BULK KODAK REVERSAL MOVIE FILM

ASA 24 Single or Double Perforation	$6.95
ASA 50 Single or Double Perforation	$6.95
SUPER XX (ASA 100) Double Perforation	$7.95

BAIA 8mm Film Slitter

ONLY **$5.45**

Stop using razor blades. This slitter is a precision instrument with forged steel self-sharpening blades

8mm KODAK SUPER XX

• ASA 100 • Proc. Incl.
25' dble. ..$1.35 100' dble. .$3.95
Buy 6—One Extra Free

KODAK Negative Safety

Kodak Plus X or Super XX Microfile, Infrared, Ansco Supreme or Background X.
35mm x 100 ft. $1.98 each
FREE: 100' of ASA 24 with each 100' of above.

Kodak Background X (ASA 24) or Kodak Infrared . . . 35mm x 200 ft. ....$1.50 ea.

SPECIAL OFFER!

Slightly outdated
AERO EKTACHROME
ASA32 • 35mmx75'
$4.95

THIS MONTH'S SPECIALS

• 70mm x 100', Super XX film	$ 2.95
• 120 & 620 Kodacolor, Kodak Proc. Incl.	3 for $3.75
• Telephoto Lens, 8mm., 1½", f3.5	4.95
• Wide angle lens, 7mm, f3.2, F.F.	$11.95
• Cardboard Stereo Mounts 100 for	3.50
1000 for	26.50
• Ansco 35mm Cardboard Mounts . . . 100	1.00
1000 for	8.50
• Daylight BULK FILM LOADER & 5 cartridges	4.95

All film out dated unless otherwise stated.
20% DEP. on all C.O.D. PLEASE U. S. Excess

USE KODACHROME TYPE A FILTER—TUNG

35mm McGREGOR Color or DYNACOLOR '57 date. Proc. & Mtg. Inc.

36 Exp.	3 for $6, 6 for $11
20 Exp.	3 for $5, 6 for $9
12 Exp.	6 for $4.75

AERIAL FILM

Recent date! In original metal containers.

LINAGRAPH Ortho Weston 24, 35mm x 100' 98c ea.
3 15/16" x 61" 5 for $1.10

INFRARED (Weston 50) 9¼" x 75" $4.00
5¼" x 20" ....2 for $1

KODAK XX

5¼"x9'	4 for $1
5¼"x20'	2 for $1
5½"x56'	1.20
7"x18'	1.00
7"x125'	$ 5.95
9½"x75'	7.95
9½"x200'	14.95

KODAK TRI-X

5"x250'	6.95
5½"x56'	1.20
7½"x62'	$ 2.98
9½"x75'	7.95
9½"x200'	14.95

CUT FILM SPECIALS

4 x 5—original box of 25 sheets—3 boxes for $3.50
Your choice of KODAK Infra Red; DUPONT X-F Pan; ANSCO Tri-S Ortho.

5x7 Ektachrome, Daylite, 10 shts. 3.95

8x10—original box of 25 sheets—$2.50 per box. Your choice of KODAK Infra Red; ANSCO Process, 3 for $6.50.

Ansco Color Day, or Tung. (10 shts. per box)

4 x 5	$2.00 ea.; 6 for $ 9
8 x 10	$3.95 ea.; 3 for $10

Cut your own **4 x 5 SHEETS!** **$6.95 roll**
Kodak 5" x 250' TRI-X, ASA 200

LANTERN SLIDE PLATES

These are exposed and developed just like contact or enlarging paper. After developing, these plates can be used in your slide projector or mounted in a frame and backed by any colored paper for the effect you desire.

36 glass plates per box
2x2 ....2 boxes for $1 3¼x4 ....2 boxes for $1
11x14 ....6 per box $1.90

Fresh ASA 50 Aero Ektachrome

35mm x 20 exp. ....$1.50 ea. ....4 for $5
Processing Included

35mm x 40' Bulk ...$5.00; 35mm x 75' Bulk ...$7.50
35mm x 75' Bulk plus 4½ gal. devel. kit ...$10.00

ANSCOCHROME, 1958 DATE ASA 32

35mm x 100' (orig factory pack)	$30.00
35mm x 28' (orig factory pack) w/loader	7.99
35mm x 20 exp. ....$1.35 ea.	4 for 4.98
120 or 620 original pack	3 for 3.00
16mm x 100' roll (incl. proc.)	$8.25 3 for $24.00
8mmx100' dbl. orig pack (no proc)	3 for 17.95
16mmx100', orig package (no proc)	3 for 17.95

SPECIAL PURCHASE—LIMITED QUANTITY

8x10—Original Box of 25 sheets—$1.98 ea.
DuPont Process; Kodak Contrast Process Pan

10x12—Original Box of 10 sheets—98c
Kodak Contrast Process Pan.

11x14—Original Box of 12 sheets—98c
Kodak Portrait Pan.

11x14—Original Box of 10 sheets—$1.75
Commercial Ortho.

PAPER SALE

CONTACT PAPER—less than 1c a print

4x5" SWGL (200 shts) #2, 3	$1.00
8x10½", SWGL, (100 shts) #0, #4	2.50
8x10½", SWSM, (250 shts) #0, #1, #5	2.75
11x14", SWGL, (50 shts) #1, #4, #5	2.00
10x10" SWSM #1, 4	1 box (100 shts) 98c
8x10" LWSM #1	(100 shts) 1.00
18x22" LWSM #1, 2	1 box (50 shts) 1.98
20x24" SWSM	(50 shts) 1.95
Ad-type Lw Flex. SM. 40"x30', #3	$2.00
Kodak Linagraph, 7"x600'	$2.95
Kodak Linagraph, 8"x200'	1.95
14x17" LWSM #1, 2, 3	1 box (50 sheets) 1.25
11x14" LWSM #2, 3, 4	1 box (50 sheets) .98
8x10" LWSM #1	1 box (100 sheets) .89
8x10½" LWSM #3	1 box (250 sheets) 1.98
7½x7½" SWGL #4	1 box (250 sheets) 2.95
11x14" SWGL Varigam	1 pkg. (10 sheets) .98

SPECIAL AWON OFFER! Bulk Film Special!

35mm x 100' Kodak TRI-X	$3.50
35mm x 100' B&W ASA 24	98c
35mm x 100' Kodak Ortho Fos film	$1.50
35mm x 100' Ansco ASA 50	$1.50
16mm x 400' Positive Film	$3.95

CUT FILM AND FILM PACK SPECIALS!

4 x 5 Ansco Process
Excellent for copy work. 25 shts. per box. 100 shts—$3.00
4 x 5 Infrared 100 shts—$3.00
8 x 10 Ansco Process Pan 100 shts—$3.95
Kodak Matrix (10 shts) 10x12—98c 11x14—$1.25

35mm Fresh Bulk Negative Safety

Kodak Plus X, Super XX, Kodak Weston 24 or DuPont #1, #2 or #3—100' ....$1.98 ea.; 400' $7.50

35mm x 20 Exp. Cart.

Plus X or Super XX or Tri-X or Infra Red or Microfile ....6 for $1.50; 12 for $2.50

2¼ x 3¼ Kodak FILM PACKS

#520 Plus X or XX — 6 for $3.65

BRAND NEW! For 8mm, 16mm and 35mm
MORSE G-3 DEVELOPING OUTFIT
List $34.50 AWON PRICE—$25.95

Send 25c for complete 52 page catalog listing all photo equipment at unbeatable prices!

FREE on request with every roll of 35mm color film 1 roll of 20 exp. 35mm B&W film!

Please include postage with all your orders.
20% DISCOUNT on all new cameras, projectors, etc.
Before you buy . . . get our low price . . . write now

AWON FILMS
108-M West 29th Street, New York 1, N. Y.

PHOTO MART . . .

PROCESSING OF
KODACHROME FILM
"Valued Shots Deserve Our Care"

20c COLOR PRINTS 2½x3½ From your transparency!
4x5—50¢ | 5x7—95¢ | 8x10—1.95
3½x5 . . . 40¢ White Border

35mm dev & mtd 20 exp $1
36—1.75
8mm mag MOVIE—75¢ Roll-Type 1.10

ANSCHROME EKTACHROME ANSCOCOLOR 75c
120,620 dev 35mm (20 exp) dev & mtd

MASTER COLOR LABS
Send for Free Mailer
GPO Box 30L, Newark 1, N. J.

At Last! A Telephoto or Wide Angle Lens That You Can Afford To Own . . .

** Fits Most 35mm Cameras That Take A Series 5 Adapter Ring . . .*

Precision calibrated Auxiliary Lenses at low prices. No exposure increase or adjustment required other than that made on regular lens. Wide Angle increases picture area 4 times. Telephoto provides better than 2 times magnification. Each lens coated, prefocused, color corrected and balanced.

Series 5 Telephoto or Wide Angle with Case ..... each $16.95
Series 5 Combination Telephoto or WA with Case ..... set $32.95

If Dealer Can't Supply Write Us to Dept. TW-1

MANSFIELD INDUSTRIES, INC., 1227 LOYOLA, CHICAGO 26, ILL.

---

5 * COLOR PRINTS

BRILLIANT • LIFE-LIKE • The BEST money can buy!

2¼ x 3¼.....5 for $1.00
3¼ x 4½.....5 for $2.00
5 x 7.....5 for $4.00

From any size transparencies.

Our improved color process gives you the best color prints possible. Guaranteed Quality!

Fast Service

Send film or write for information on complete color service

MULTI-COLOR COMPANY
P.O. Box 54, Northridge, California

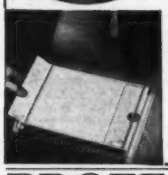
De HYPO PRINT WASHER

Efficiency Plus for Sink or Bathtub

Nothing to Rust or Break
Professional Results

ONLY $2.50

SPEED-EZ-ELS



Compact—No Adjustments
Easy Focusing—No Eyestrain
6 Popular Sizes—Budget Priced
Special Sizes on Request
At Better Dealers Everywhere

A. J. GANZ CO.
Los Angeles 36, Calif.

See These Fine Items At All Better Camera Shops

FIX FASTER FOR LESS

With Economical
EDWAL HI-SPEED LIQUID-FIX
Photo Concentrate

The super concentrated fast fixer fixes prints in 1 minute, films in 2 to 3 minutes. 4 oz. size gives 1 qt. for 49c. 20 oz. economy size gives 5 qts. for film and paper only $1.10 *($1.15 west of Rockies).* At your Dealer.

EDWAL SCIENTIFIC PRODUCTS CORP.
420 W. 111th Street • Chicago 28, Illinois

HAS "TIRED PRINTING" GOT YOUR PICTURES DOWN?

Your pictures get a new professional look when done in our Quality Photo Lab.

FILMS are fine grain developed in Finex-L . . . carefully inspected
ENLARGEMENTS are cropped to your specifications, spotted with care . . . finished to your instructions
COLOR PRINTS are printed on type C paper from color slides or color negatives
COPY NEGATIVES from B&W and color originals

Write for price list and mailing bags
The Laboratory for Professionals and Advanced Amateurs

LECO PHOTO SERVICE
established 1936
11 W. 42nd Street, Dept. M-2, New York 36

PROFESSIONAL color processing

EKTACHROME KODACHROME	ANSCOCHROME KODACOLOR	
Custom-quality processing by the very same color experts that pros rely on — NOW available to all who demand the very best. Your color film returned within 48 HOURS; ppd. 1st class.	35mm (20 exp) mounted	$1.50
	120-620 rolls in sleeves	$1.50
	4 x 5 or smaller	65c
	35mm (36 exp)	$2.50

kurshan & lang
10 E.46 St., N.Y. 17 Dept. M7
"NEW HORIZONS" IN COLOR

8mm or 16mm Movie DUPLICATES

* from your originals .... 11¢ per foot *

KODACHROME COLOR or BLACK & WHITE

Protect your valuable originals, run duplicates

8mm Enlarged to 16mm. 14c per finished foot
16mm Reduced to 8mm. 14c per finished foot

*Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible, QUICK SERVICE, TOP VALUE, SATISFACTION. ..... Minimum Order $5.00.

Hollywood MOVIE LABS. Dept. M
12522 Ventura Blvd., Studio City, California

3V & PANORAMIC TITLER
FOR MOVIES

With the '3V' make titles on-the-spot SUPERIMPOSED on moving scenes . . . EVEN WHILE PANNING!

TITLE as you shoot with '3V' lens attachment
PARALLAX FREE viewfinder . . .
NO FILM WASTED, titles are SUPERIMPOSED
ALWAYS start a reel with a title, it's SIMPLE—no splicing needed—centering is easy and accurate. LIGHT WEIGHT and compact for carrying with camera—FOR ALL CAMERAS 8 & 16mm—use indoors or out. '3V' KIT $19.50. TITLER $29.50 in combination $39.50 ppd. (including board, 100 letters & figures, light unit & instructions). *Dealers write for our sales plan!*

DEALERS—WRITE FOR OUR SALES PLAN!

DAVIS & SANFORD CO., INC.
Dept. M, 25 Avenue E., New Rochelle, N. Y.

HAND DEVELOPING
CUSTOM MADE BLACK & WHITE GLOSSY JUMBO PRINTS

8 exp. rolls enlarged to 3½x5	$1.03
12 exp. rolls enlarged to 3½x3½	1.23
16 exp. rolls enlarged to 3½x3	1.43
20 exp. rolls enlarged to 3½x5	2.00
36 exp. rolls enlarged to 3½x5	3.60

From 127, 120, 620, 116, 616, 828 & 135.
Reprints. 3½x5 10c. 3½x3½ 9c. 3½x3 8c ea.
Refunds for unprinted negatives. Checks or M.O. No stamps or C.O.D. On your 2nd order special ½ price.

C. H. HUTCHINS
1 PHILA ST., SARATOGA SPRINGS, N. Y.

Learn NEGATIVE RETOUCHING

Now for the first time in the history of Photography you can get a complete book on Negative Retouching—FULLY ILLUSTRATED—70 pages describing in detail HOW TO DO IT: • Modeling • Spotting • Blending • Collecting • Proof Retouching • Etching • Commercial & Theatrical Retouching.
Plus a full set of paper negatives.
A full refund if returned in good condition in 5 days. Send for yours today.

$1.95

DE GORE PHOTO PLAQUE CO.
Dept. C, 3723 Fullerton Ave., Chicago 47, Ill.

GUARANTEED
PHOTO FINISHING

8 EXPOSURES 40¢ Custom Photo Finishing Absolutely Guaranteed
8 exp. dev. and 1 JUMBO Album Print of ea. 40c
12 exp. 50c, 16 exp. 70c 35mm 36 exp. fine gr. dev. and jumbo pts. $1.10 INTRODUCTORY OFFER ONLY!
FAST SERVICE • FREE MAILER ON REQUEST
FLASH FOTO BOX 36-E
PARKSVILLE STA. BROOKLYN 4, N. Y.

FREE CATALOG

96 Pages—Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. Dept. MP
414 E. Baltimore St. • Baltimore 2, Maryland

Shoot Color! Make Money!

We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make $100-400 per subject. Write today!

AMERICAN COLOR AGENCY
7130 HOLLYWOOD BLVD. HOLLYWOOD 46, CALIF.

We can sell your top quality
color transparencies

to high paying editorial, advertising, calendar markets. We need fine domestic and foreign scenics, farm, children, girl subjects, family situations, sports, industry, etc. Send samples 2¼ x 2¼ up to: A. Brackman, Pres. Prompt reports.

FPG 62 W. 45th St., New York 36, N. Y.

COLOR SLIDE 5610
DUPLICATES
"the best you have ever seen"

35 mm 30c MOUNTED
FREE CROPPING
$1.00 MINIMUM
Ask for Quantity Prices
Stereo 60c MOUNTED

HAMILTON COLOR
127 N. 2nd STREET HAMILTON, OHIO

WORLD'S BEST MOUNTS
at the best prices anywhere!

Marble effect Slip-in mounts. Triple-thick. Self-aligning.
2 X 2 Mounts 100 for..... $2.00
3-D Stereo Mounts 100 for $3.00
Money back guarantee
HOUSE OF PROGRESS, Inc.
626 Broadway, New York 12, N. Y.

ANSCOCHROME HEADQUARTERS!

35mm (20 Exp.) Factory Notched Film only 1.10
INCLUDE 4¢ FOR POSTAGE & INS. EA. ROLL

Ansco & Ektachrome 120, 620, 35mm (20 Exp.) Developed & Mounted only 75¢

FULTON CAMERA EXCHANGE
148 FULTON STREET NEW YORK 38, N. Y. Dept. M

PHOTO MART...

KODACOLOR
developed & enlarged

8 EXP. FILM developed & enlarged to 3½x5 — $2.25

12 EXP. FILM developed & enlarged to 3½x3½ — $3.25

YOU SAVE UP TO 40%

25¢ cash credit for each negative not printed

SEND FOR COMPLETE PRICE LIST & FILM MAILERS
24-HR. SERVICE — MAIL FILMS TO

BELL COLOR LABS
Dept. N, ENGLEWOOD, N. J.

Prices include processing	Ansco-Chrome ASA 50	B&W ASA 200	B&W ASA 100	B&W ASA 50
8mm roll	$2.35	$1.65	$1.35	90c
16mm 100'	$6.65	$4.50	$3.50	$2.25

On Anscochrome specify indoor or Outdoor

PROCESSING SERVICE B&W ONLY
8mm roll ..... 40c 16mm 100' 75c

REGENT FILM CO.
200 W. 57th St. N.Y.C. 19

P&J COLOR PRINTS

COLOR PRINTS
2¼x3¼ ..25c ea.
3¼x4½ ..50c ea.
4x5 .....75c ea.
5x7 ....$1.00 ea.
11x14 ..$4.75 ea.
16x20 .$12.00 ea.

8x10 - $1.50 EA.
From ½ 35mm to 4x5 Trans.

COLOR FILM PROCESSING
Ansco, Anscochrome, Ektachrome
20 exposure (mounted) 35mm 120-620 ..... $1.00 Roll

35mm Slide Duplicating 25c ea. Mtd.
Minimum Order $2.00. No C.O.D.

P & J COLOR PRINTS
P.O. Box 46125 • Dept. M • Los Angeles, Calif.

PROFESSIONAL BUYER

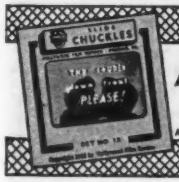
will procure photographic equipment for you at quantity price. Nominal service fee (except items strictly priced-fixed). No dealers please. Minimum transaction $150 list. Bank escrow payment plan without charge. Buyer is bonded, Dun & Bradstreet rated and will furnish references in your vicinity. Charter Member Chamber of Commerce, also PSA and Bank reference. Full guarantee plus 10-year non-profit service contract. Send inquiry in duplicate enclosing large air return envelope. Include your telephone number.

CAMERA BUYER · Colchester 21, Connecticut

CAMERA RIOT!!

Amateur — — Professional
Still—Movie—Projectors—Accessories
Send for price Lists

MOGULLS — Camera & Film Exchange
112 West 48 Street
N. Y. 36, N. Y., Dept. M23



SLIDE CHUCKLES
IN FULL COLOR
Keeps 'Em Awake!
SEE THEM AT YOUR PHOTO DEALER
2 X 2 COMIC TITLES
$1.25 SET OF 4
PRODUCED BY HOLLYWOOD FILM SERVICE
READING, PA.

---

20 EXPOSURE 35MM. RELOADED CARTRIDGES — 30¢

KODAK TRI-X — SUPER XX
NEW PLUS X, A.S.A. 80
20 EXP.—30c Ea. 36 EXP.—50c Ea.
Bulk $4.25 per 100 ft.—$2.25 per 50 ft.

NEW EKTACHROME or ANSCOCHROME
(From fresh factory packed bulk)
A.S.A. 32, 20 Exp. $1.50 4 for $5.50

ANSCO COLOR A.S.A. 10
20 Exp. $1.25 Ea. 3 rolls $3.50

OUR GUARANTEE—You must get results equal to factory packed film or money refunded. Please add 10c extra per order to cover postage and packing. No C.O.D.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.

HP
SUPER S-I-Z-E SLIDES
85% more Picture Area!

Every Reflex and Folding camera (any size film: 120, ½/120, 620 & 127) can take Super-Size Color Slides. Project with any 35 MM Projector or Viewer.

HPI MASTER KIT —only $3.95
at your photo dealer or write—

Hudson Photographic Industries, Inc.
Croton-on-Hudson
N. Y.

Unusual Color Titles

Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different—cleverly designed 2 x 2 color slide titles—using pretty Hollywood models. ACT NOW—Set of 4-$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.

HOLLYWOOD SPECIALTY PRODUCTS
6253 Hollywood Blvd., Suite 1028
Dept. M7, Hollywood 28, Calif.

Ektachrome-Anscochrome
(one year dating)

1 ROLL —$2.25
2 ROLLS— 4.25
3 ROLLS— 6.25

Price includes processing and mounting.

TRU-COLOR LAB • Box 38604
Vine St. Sta., Hollywood 38, Calif.

COLOR SLIDE DUPLICATING

35mm Mounted — **20c EACH**

Finest quality, sharpest reproduction. One of the West's oldest color slide duplicators.

24 Hour Color Film Processing
Ansco, Anscochrome, Ektachrome
QUALITY COLOR PRINTING ALSO AVAILABLE

STEDCO PHOTO
7610 Melrose Ave., Dept. M, Los Angeles 46. WE 6-0658.

---

35 M M DELUXE QUALITY FINISHING

Now you can have your photos looking their finest on double weight portrait type paper for only slightly more than the run-of-the-mill snapshot finishing. Your film will be fine-grain developed and then chemically hardened against scratching. We will then print and expose each negative individually on double weight velvet luster portrait type paper. All prints are the large 3½ x 5 inch size. 20 exp. roll $1.75. 36 exp. roll $2.75. Free mailers. 48 hour lab service.

VALUE 35MM LABS P. O. Box 380, C. 1. Station Brooklyn 24, New York

---

IT'S THE "FINISH" THAT COUNTS

CHINACOLOR
FINISHED LIKE FINE PORCELAIN

PRINTS — WALLET SIZE 2¼ x 3¼ — *Now 25¢*

3½x4½ 45c
4x5 .....50c
5x7 .....1.00
8x10 .....2.00
For Smart Display Folders add 40¢ ea. for 8x10. Other sizes, add 30¢ ea.

DUPLICATE COLOR SLIDES 25c
Made from 35mm Originals in Ready-mounts.

FILM PROCESSING
Ektachrome or Anscochrome 120-620; 35mm (mtd.) $1.00
Kodachrome, 20 exp. 1.50
36 exp. 2.50
Free mailing bags.

NORMAL 3 DAY SERVICE — MINIMUM ORDER $1.00

CHINACOLOR LABORATORIES
Dept. 707-B, 715 Kennedy NW, Washington 11, D. C.

FREE!
Amazing Bargains!
PRICES SLASHED TO 65% ON ALL POPULAR BRANDS!

UNITED CAMERA BIG DISCOUNT CATALOG

Greatest array of photographic bargains ever assembled in one catalog. Completely illustrated and accurately described. Unconditionally guaranteed. Backed by UNITED'S 21 year reputation for tremendous values and service.

UNITED CAMERA EXCHANGE
HURRY! Get your FREE catalog now and SAVE.
265 Madison Ave.
Dept. M7
New York 16, N. Y.
Branches: 1140 Sixth Ave.—83 Chambers St.

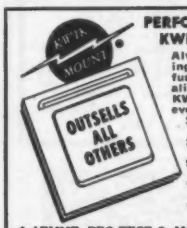
4x5 COLOR PRINTS 50¢

COLOR FILM PROCESSING
Ansco, Anscochrome
Ektachrome
20 Exp. 35mm Mounted, Roll.....$1.00
120, 620, Roll.....$1.00
Slide Duplicating 25c ea.

Color Prints
2¼x3¼ 25c
3¼x4½ 45c
5x7 .....1.00
8x10 .....2.00
11x14 .....5.00
16x20 .....12.25

Minimum Order $1.50
No C.O.D.

CANYON COLOR CO.
BOX 36536 · LOS ANGELES 36, CALIF.



PERFORMANCE MADE ARMME KWIK MOUNTS FAMOUS

Always ready to use no sealing—no fussing—no bother—no fuss—Sturdy, accurate, self aligning and centering. A KWIK MOUNT made to fit every size transparency.

2x2 KWIK MOUNTS packed 100 per box.....$3.00
2¾x2¾ KWIK MOUNTS packed 50 per box.... 2.25
STERRO KWIK MOUNTS packed 100 per box.. 6.95
•2x2 PRO-TECT-O MOUNTS 50 per box..... 1.50
•STEREO PRO-TECT-O MOUNTS 50 per box.. 2.50

• ARMME PRO-TECT-O MOUNTS are a crystal clear, distortion-free transparent plastic protector which keeps your slides free from fingerprint smudges, dust and scratches. Kwik Mounts are now packed in a new beautiful golden tweed pattern ready to use slide file box at no additional cost.

INSIST on KWIK MOUNTS—Sample FREE on request
At your Dealers or order direct

The Armme Co. Ltd., 827 S. Wabash Ave., Chicago, Ill.

WALLET 2¼ x 3¼ COLOR PRINTS 25c ea.
All Orders Shipped 1st Class Mail

COLOR PRINTS
3¼ x 4½ 50c
4 x 5 .....75c
5 x 7 .....90c
8 x 10 .....2.00
11 x 14 .....4.50
16 x 20 .....12.50

COLOR PROCESSING
Anscochrome
Ansco & Ektachrome
120-620 or 35mm (20 exp.) mounted 1.00 ROLL
COLOR SLIDE DUPLICATING 25c ea.

PREMIER COLOR COMPANY
Box 46176—Dept. M Los Angeles 46, Calif.

PHOTO MART . . .

convenient! fast! low cost!

COLOR PRINTS

and film processing by mail

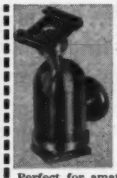
Color films deserve the best—depend on the world's largest direct mail color processors. Send for free mailer and price list.

COLOR FILM PROCESSING	COLOR PRINTS AND DUPLICATES
Anscochrome, Ektachrome, or Super Anscochrome— 35mm 20 exp, 2¼, 127, or Superslides, mounted $1.25	2½ x 3½ ..... $ .25
Unmounted 1.00	3½ x 5 ..... .45
Kodachrome-20 exp . 1.50	5 x 7 ..... 1.00
	8 x 10 ..... 2.00
	35mm duplicates . . .25
	Sorry we do not ship COD

COLORFAX LABORATORIES • INC

Authorized Ansco Color Laboratory

1160-M Beaufont Street • Silver Spring, Maryland



Better BOUNCE FLASH PICTURES with

"MONDO" BOUNCE FLASH-HEAD

Allows any type flashguns or electronic flash to be deflected off to one side or up to ceiling for bounce effects. For direct lighting too. Fits accessory shoe of any camera, or mount on tripod. Use also as tilt top, permits 90° tilt and 360° swing. Locks securely. Smart chrome finish. Boxed.

ONLY **$1.75 ppd.**

"MONDO" TABLE TRIPOD

Perfect for amateur use, ideal for window displays too. Elevating center pole locks securely in any desired position. Lightweight, yet sturdy. Folds compactly, easy to carry in pocket. Rubber-covered legs, safety-rubber tips. 8½" long, extends to 15"; weighs just 4 ozs.

ONLY **$2.98 ppd.**

Send check or M. O. Money back if not satisfied.

EVERITE Company

505 Fifth Avenue (Suite 1206) New York 17, N. Y.

Finest **COLOR PRINTS**

Lowest Prices in the EAST!

Prices are for one or any number of different films.

5 for $1.00 . . . . 2¼" x 3¼"

5 for $2.00.....3¼" x 4½"

5 for $4.00.....5" x 7"

Our modern laboratory has the latest equipment that guarantees the finest, brilliant color print QUALITY money can buy. Prints from any size transparencies. Try us . . . we guarantee satisfaction. FAST SERVICE.

Send film or inquire about our complete color service.

Cardinal COLOR

Box 5044, Albany, New York

LENS GUARDS

A Protection From **Sun Rain Dust**

15 sizes to fit all cameras including double lens reflex cameras

Price 15¢ to $1.00 at your local camera store

Take no substitute . . .

Lens Guards are made of lifetime NEOPRENE rubber

SCHOEN PRODUCTS

15029 S. FIGUEROA ST., GARDENA, CALIF.

NEW JEN-DIP SAVES YOU $16.00

Change white bulbs to blue for better controlled color shots.

- Dip bulb in Jen-Dip Blue Label
- Dries in 5 Seconds
- Coats 400 Lamps

New Pouring Spout Beaker

ORDER TODAY **$1.50** with Beaker

JEN, 419 W. 42 St., N. Y. 36, N. Y.

NEW FREE flash guide. Send self-ad stamp. envel.

Prices include processing	Ansco-Chrome ASA 50	B&W ASA 200	B&W ASA 100	B&W ASA 50
8mm roll	$2.35	$1.65	$1.35	90c
16mm 100'	$6.65	$4.50	$3.50	$2.25

On Anscochrome specify Indoor or Outdoor

PROCESSING SERVICE B&W ONLY

8mm roll ..... 40c 16mm 100' 75c

REGENT FILM CO.

200 W. 57th St. N.Y.C. 19

---

8 X 10 COLOR PRINTS $2.00

All Orders Returned 1st Class

ANSCOCHROME & EKTACHROME rolls processed—120, 620 and 20 exp. 35MM (mounted).....$1.00

KODACHROME — 20 exp. $1.25

35 MM duplicates 20c each

KODACOLOR C processed 90c roll. Prints 27c each, 5x7—$1.25, 8x10—$3.00.

Minimum Order $1.00—No C.O.D.

LOW PRICED COLOR PRINTS	
2¼x3¼	....30c
3 x3	.....40c
3 x4½	....50c
4 x5	.....75c
5 x7	.....$1.25

ACME COLOR PHOTO LAB.

Box 6025-M Minneapolis, Minnesota

Attention 8mm Fans!

THE NEW M-5 *POCKET MOVIE VIEWER*

Views up to 50 feet of 8mm movie film without screen or projector.

BUY THE M-5 VIEWER at photographic stores or order direct . . . sent postpaid, cash with order.

ONLY $5.95

AIDS incorporated

211 Arena St. • El Segundo, Calif.

Sunset COLOR LAB **COLOR PRINTS**

5x7 COLOR PRINTS (from 35mm only) 85c ea.

Color Prints from ½ 35mm to 4 x 5 Trans.

2¼ x 3¼	.....25c
3¼ x 4½	.....50c
5 x 7	.....$1.00
8 x 10	.....$2.00
16 x 20	.....$12.50
Color Slide Duplicating	ea. 25c

COLOR PRINTS 11x14 . . . 4.50 ea.

COLOR PROCESSING

Ansco, Anscochrome, Ektachrome 35mm-20 exp. mtd 120-620 ..... 1.00 Roll

Min. Order 1.50—No C.O.D.

SUNSET COLOR LAB

Box 46415, Dept. M · Los Angeles 46

MOVIE FANS

8mm and 16mm DUPLICATES

16mm Reduced to 8mm • 8mm Enlarged to 16mm

COLOR	REVERSAL PROCESSING
9c ft.	16mm x 100 ft. ---$1.00
B&W 4c ft.	16mm x 50 ft. --- .75
(Min. Order $3.50)	8mm ---------- .50

MAIL ORDER ONLY • FAST SERVICE

COMET FILM SERVICE P. O. Box 447

Great Neck, New York

YOU CAN MAKE MOVIE TITLES IN SIX COLORS!

Write today for a FREE A-to-Z Sample Title Test Kit. Make titles that are different . . . better and tailored to your taste. Try our method . . . FREE.

• Complete color or B&W Outfit $6.50 •

A-to-Z MOVIE ACCESSORIES

175 Fifth Ave., Dept. M, New York 10, N. Y.

We are looking for high grade COLOR TRANSPARENCIES

SUITABLE FOR MAGAZINE COVERS, CALENDARS, ADVERTISING, ETC.

4x5 or larger. Children, animals, industry, science, sports, landscapes, girls, human interest. Prompt replies and returns. Please enclose stamped return envelope.

SHOSTAL *the agency for color photography*

545 FIFTH AVE., Dept. M-7, NEW YORK 17, N. Y.

DOLLAR *Special*

20 WALLET SIZE or 10 POSTCARDS or 4-5"x7" or 2-8"x10"

FOR $1.00 FROM YOUR NEGATIVE OR PICTURE

ORIGINALS RETURNED UNHARMED

DAYTON PHOTO LAB

P. O. BOX 931M • DAYTON 1, OHIO

COMPCO REELS and CANS

offer you more exclusive advantages! All sizes . . . 8 mm. and 16 mm. See COMPCO before you buy.

Compco Corporation

2267 W. St. Paul Ave., Chicago 47, Ill.

---

10 Color Slides THE BLUE RIDGE MOUNTAINS $1

Beautiful scenic area of Blue Ridge Parkway in Virginia and North Carolina famous in song, poetry and historical lore. Colorful Autumn scenes in amazing hues and variety. 10 2x2 slides $1.00. Lists of other subjects sent with order.

SLIDE CO., BOX 1031, CANTON, OHIO

DEVELOP YOUR OWN COLOR—SAVE!

DEVELOPING KITS

for NEW ANSCOCHROME and ANSCO COLOR for Home Use.

Parcel Post wgts: 1-qt.—3 lbs., 6-qts.—6 lbs.

Qt. size—3 for 3.25 (1.29 ea., 6 for 6.00)

3½-Gal. size (wgt 22 lbs.) sent express collect only -----7.95

Write for Film & Paper Bargain Listing

DELPRO SALES CO., Dept. M-2, Smithtown, N. Y.

---

35 MM DEVELOPING

FILMS FINE GRAIN DEVELOPED . . . VAPORATED TO PREVENT SCRATCHING!

36 FULL SIZE 3½X 4½ ENLARGEMENTS *Only* $1.50

36 exposure glossy paper, Enlarged to 3¼ x 4½, $1.50. Double weight portrait paper $2.25. 20 exposure roll glossy $1.10. One day service.

free! HIGHEST QUALITY PHOTO FINISHING! MAILERS AND OTHER OUTSTANDING OFFERS

UNIVERSAL PHOTO SERVICE, LaCrosse 22, Wisconsin

MORSE DEVELOPING TANKS G3

Can now be motor-mechanized inexpensively with available materials. Eliminate all hand cranking. Send $3.00 for booklet, specifications, diagrams, etc.

Von Brandt Technical Research

533 Bond Bldg. Washington 5, D. C.

PHOTO MART . . .

PROMPT COLOR FILM PROCESSING!

Let our expert color technicians show you the difference *personalized* processing makes! Free price list of prints and duplicates. Write today.

KODACHROME	35mm	
20 exposures		1.25
36 exposures		2.05
828 roll		.75
ANSCOCHROME	35mm	
20 exposures		1.00
EKTACHROME	35mm	
20 exposures		1.00

Min. order $1

SARATOGA COLOR Est. 1950
Woodlawn Ave., Saratoga Springs, N. Y.

STANRITE SUPERPOD GEARED TWO WAYS... FROM $19.95

Horizontal gear for smooth movie panning. Geared for fast elevation up-down action. Extra 90° tilt on panhead. Ball level, many new features that have never been offered on any tripod before.

WRITE FOR FREE 24 PAGE CATALOG

THE MOST AMAZING TRIPOD EVER MADE

Dept. M
TESTRITE INSTRUMENT CO., Inc.
135 Monroe St., Newark 5, N.J.

Be SURE, order from

Photo Town, INC. BOX 595 ROCHESTER 2, NEW YORK

QUICK RETURN by MAIL and BIG DISCOUNT

Get highest quality processing of Kodachrome (all types) or Kodacolor by Kodak or Photo Town. Confidently mail exposed film direct to Rochester, and enjoy the convenience of its quick return to your mailbox.

Factory FRESH **KODACHROME**

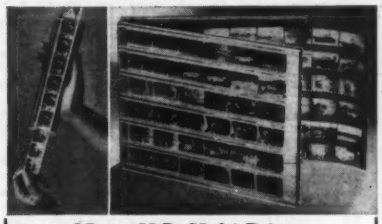
PROCESSING INCLUDED IN PRICE

35mm Proc. by KODAK or Photo Town

20 exp.	3 rolls for $ 9.15	$ 8.40
36 exp.	3 rolls for 13.80	12.60

Remit with order! Postpaid to you!

Please, no C.O.D. Send for complete discount list on Kodachrome, Kodacolor, Ektachrome, Anscochrome, Color Prints and FREE mailer.



35mm M.P. Multi Printer

Automatically holds and aligns film strips. You make multiple prints the Fast, Safe, Easy, Professional way. Free brochure on request.

Model A. One exposure, 36 prints on 8x10" contact or enlarging paper.....$9.95
Model B, Continuous strip, 6 frame printer.....$3.95

Sent Post Paid in U. S. A. Money back if not satisfied.

M.P. Mfg. Co., Box 79, Dept. M, Brooklyn 23, N. Y.

LOW PRICES! COLOR PRINTS 20¢

2¼ x 3¼ ..25c (ANY TEN 20c EACH). SQUARE 120-620 FILM WILL BE MADE 2¼ x 2¼.

3x4 ..35c • 5x7 . $1.00
4x5.. 45c • 8x10... 2.00

FILM DEV. ANSCO OR EKTA $1.00

DEV. BY KODAK KODACHROME 20 EXP. 1.35; KODACOLOR FILM .70; KODACOLOR PRINT .27

MINIMUM ORDER $1.00. INCLUDE POSTAGE.

35mm DUPES 20¢ PER SLIDE

WASHINGTON COLOR PHOTO
P.O. BOX 1605 • WASHINGTON 13, D C

ALL CLOSE-UP AND TABLE TOP WORK IS FUN, AND EASY

CAL-CAM FOCUS GUIDE

Works on all 35mm & Bantam cameras using a 2+ or 3+ Porta lens. Not only measures lens to subject distance, but frames subject just as you want it in the picture. Light weight, all metal, fully adjustable. Eliminates all guesswork—parallax trouble. No peep hole to squint through. Send make of camera.
Price $9.95

U. S. Postage paid if cash with order, C.O.D. charges added. Calif. orders add 3% sales tax.

CAL-CAM—Dept. M 7
1564 N. Grand Oaks Ave., Pasadena 7, Calif.

11x14 COLOR PRINTS $4.75 ea.

COLOR FILM PROCESSING
Ansco • Anscochrome
Ektachrome

35mm, 20 exp. mtd. Roll	$1.00
120-620 Roll	$1.00

Slide Duplicating 25c ea.

Color Prints

2¼ x 3¼	25¢
3¼ x 4½	50¢
4 x 5	60¢
5 x 7	85¢
8 x 10	$1.75
16 x 20	$12.00

Minimum Order $1.50
No C.O.D.

VALLEY COLOR LAB
Box 36538, Dept. M, Los Angeles 36, Calif.

GET THE BEST

from your PANATOMIC X, ADOX and other fine grain films.

Develop them in new, convenient,

EDWAL FINE GRAIN CONCENTRATE #2

Especially designed for sharp detail on new, thin emulsion films. Economical 4 oz. bottle makes 4 pints and develops 12 rolls for only.....49¢.

Edwal SCIENTIFIC PRODUCTS CORP. 420 W. 111th St. Chicago 28, Ill.

NOW... COLOR PRINTS AT LOWEST PRICES!

2¼x3¼ —.25 5x7 —1.00
3x4½ —.40 8x10 —2.00
4x5 —.50

Duplicate Transparencies...25¢

Ansco & Ektachrome processing...per roll 1.00 (Including the *new high speed* Anscochrome & Ektachrome)

FAST QUALITY SERVICE
A Trial Will Convince You

*4x5 40¢ EACH

When ordered in quantities of five or more. You may even send different transparencies!

ROYALE COLOR LAB
P.O. BOX 43, GLEN OAKS BR., Dept. M-7
FLORAL PARK, NEW YORK

Automatic Daylight Developing Tank

- Processes up to 200 Ft.
- 8mm-16mm-35mm
- Movie—X-Ray—Microfilm
- Motor Driven—Portable
- Tough plastic tanks
- Uniform Density Assured
- 70mm tank also available
- Guaranteed

Write for Free Literature. Dept. M
Micro Record Corp. 487 South Ave. Beacon, N. Y.

NEW AMCON FOCUS AID . . .

For Enlarging

Practical time saving ground glass viewer lets you see clear, sharp images in a jiffy. Sturdy plastic construction.

$1.95 ORDER NOW SUPPLY LIMITED

AMERICAN BIOPTICS COMPANY
153 W. 28th STREET • NEW YORK 1, N. Y.

It's DUMONT for BARGAINS

ALL MERCHANDISE BRAND NEW!

ANSCO CHROME, EASY LOADER (820 Exp. rolls). Reg. $9.95 special	$7.35
ARGUS PREVIEWER List $7.95 .....Net	5.49
GE PRI Meter & Case List $27.50 .....Net	18.97
ILFORD HPS #120 Film, ASA 400, 5 rolls for only	1.90
5x7 ENLARGING PAPER FRESH #3, per 100, only	1.50
YANKEE 12 TRAYS with Case (Fits TDC & Viewlex) with Index. Reg. $8.70 .....Net	4.35

Write for Our Used Bargain Camera Price List Order by Mail Now and Save

Please include Sufficient Postage with Your Remittance. Otherwise Balance Will be C.O.D.

DUMONT CAMERA EXCHANGE
150 East 34th St., Dept. 197, New York 16

SEQUEX LABELS

Numbered 1 to 5,000 (Self-Adhesive)

100 Labels on a sheet
For Numbering films, prints, transparencies

PRICES: 100 $1; 500 $2.50; 1M $4; 5M $18.00
Dealer Inquiries Invited.

Cargille Scientific Inc.
117 Liberty St. New York 6, N. Y.

"THE PROFESSIONAL FINISH"

— EXCLUSIVE FINE GRAIN —

WIDEST CHOICE 35 M M & ROLL FILM SERVICES • BLACK & WHITE and COLOR

FREE Price List & Mailers

AMATEUR FOTOGRAPHIC SERVICES INC.
126 W. 46th St., New York 36, N. Y., Dept. M

CAMERA FANS

WITTE'S TRANSPARENCY SLIDE LOG BOOK helps you keep accurate records of every photo you take, as to time of day, location, aperture, speed, etc. Simply send 25c and a self-addressed stamped envelope to I. O. Witte, 1064 S. Genesee Ave., Los Angeles 19, Cal. Book will be mailed to you immediately. Do it today!

Index your color slides with NUMBATABS

NUMBATABS keep your slides in sequence, right side up . . . save time . . . embarrassment. Makes for smooth professional showings. Index your stereo slides, film holders, negatives, lens filters, motion picture reels.

Numbers 1 to 100 ... 25¢
Numbers 1 to 500 .. $1.25
Numbers 1 to 1000 . $2.50
Four alphabets ..... 25¢
Available in the following colors: Red, Blue, Green, Orange, or Black. Specify color when ordering.

All Orders Postpaid.

NUMBATABS • P.O. Box 111 • Rochester 1, N. Y.

Classified Ads . . .

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 55¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions, 10% discount for 12 consecutive insertions, if entire bill is paid in advance. Forms close on the 15th of each month.

cameras, accessories for sale

CANADIANS send for bargain list, new & used equipment. Simon's Camera Inc., 11 Craig West, Montreal, Canada.

DISCOUNTS UP TO 50% except fair trade items—Cameras, projectors, tape recorders, lenses, Hi-Fi, Stereo. Write for individual quotations, no catalogs. Classified Camera A, 2375 East 65th Street, Brooklyn, N. Y.

CHICAGO'S LARGEST CAMERA TRADING CENTER—Cameras, lenses, accessories—purchased, sold, traded—by mail, new or used! OPEN EVENINGS for Chicago visitors! CHROMOPTICS, 943 N. State, Chicago 10.

FINE LENSES! COMPARE PRICES! 8" f/2.9 $29.50, 14" f/5.6 $34.50, 20" f/6.3 $47.50, 36" f/6.3 $95.00. Aeroektars $42.50. Baer's, 741 State, Lancaster, Pa.

BOLEX FRANCHISED DEALER, tremendous new and used Bolex inventory, buy, sell, trade, Altman's, 16 So. Wabash, Chicago 3, Ill.

LEICA III-G, improved model of III-F, trades invited, at your LEICA FRANCHISED DEALER, Altman's, 16 So. Wabash, Chicago 3, Ill.

BOLEX titlers, 8mm and 16mm, IN STOCK and on display, at our new store, Altman's, 16 So. Wabash, Chicago 3, Ill.

GUNSTOCKS for ALPA, BOLEX, EXAKTA, LEICA, write for details, Altman's, 16 So. Wabash, Chicago 3, Ill.

LEICA M-3s, IN STOCK, tremendous new and used Leica inventory, at your LEICA FRANCHISED DEALER, Altman's, 16 So. Wabash, Chicago 3, Ill.

AIREQUIPT Magazines six for $8.00 (plus postage) free photographic catalog. Mailers Mart, Box 135-A, Pelham, New York.

PROFESSIONAL Buyer will procure photographic equipment for you at quantity price. Nominal service fee (except items strictly priced-fixed). No dealers please. Minimum transaction $150.00 list. Bank escrow payment plan without charge. Buyer is bonded, Dun & Bradstreet rated and will furnish references in your vicinity. Charter Member Chamber of Commerce, also PSA and Bank reference. Full guarantee plus 10-year non-profit service contract. Send inquiry in duplicate enclosing large air return envelope. Include your telephone number. Camera Buyer, Colchester 20, Conn.

DISCOUNTS TO 50% except fair trade items—Cameras, Hi-Fi, projectors, tape recorders. Individual quotations only. No catalogs. Conmar Camera & Hi-Fi, 121-07 237th Street, Rosedale 22-M, N. Y.

INTRODUCTORY OFFER. Brand new 400! 16mm sound film $4.95. Thousands 8mm, 16mm titles at dealers prices! Feature Trade Plan! 6¢ stamps brings wholesale film and equipment catalog. Imperial Enterprise, Inc., Dept. M, 34 Park Row, New York 38, N. Y.

TRADE YOUR OLD GUN FOR A NEW CAMERA—Top allowance—up to full list price! Write today stating what you have and trade desired. Wahl Arms Co., MP77, Bogota, N. J.

wanted to buy

HIGHEST PRICES PAID for Leica, Contax, Rolleis, Polaroid, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th Street, New York MP-22. N. Y.

IMMEDIATE AIRMAIL PAYMENTS—Chicago's Largest Camera Trading Center offers TOP PRICES for Cameras, Lenses, Accessories in excellent condition! CHROMOPTICS, 943 N. State, Chicago 10.

BOLEX cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

BELL-HOWELL cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

LEICA cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

NIKON cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

EXAKTA cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

LINHOF cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

RETINA cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

GRAPHIC cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

CONTAX cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

CONTAFLEX cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

HASSELBLAD cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

CANON cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

ALPA cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

ALL FINE cameras wanted, CASH IMMEDIATELY, no tricks, no gimmicks, Altman's, 16 So. Wabash, Chicago 3, Ill.

CASH AIRMAILED IMMEDIATELY for your cameras and equipment. We consistently pay more! Your camera and equipment brings top dollar. Satisfaction or merchandise returned prepaid if not entirely satisfied. "O K" CAMERA EXCHANGE, 553 So. Main Street, Los Angeles 13, Calif.

camera repairs

FOREIGN—Domestic Camera Repairs—15 years experience; six years with inventor of Contax (Zeiss) assure 100% efficient service by highly qualified technician. Internal synchronization installed on Contax, Leica, Rollei, etc. Factory authorized Service Station for most American Manufacturers. Strauss Photo-Technical Service, 930 F St., N.W., Washington, D. C.

CANON CAMERAS—Complete service, all models. Work guaranteed. Send camera for estimate. International Camera Corp., 847 W. Adams, Chicago 7, Illinois.

EXPOSURE METERS REPAIRED. Three day service. EMPIRE CAMERA SERVICE, Box 77-M, Times Square Station, N. Y. 36.

COMPUR, Pentacon, Contaflex, Graphic, Wollensak, Kodak, Zeiss Ikon, Ilex, Leica, Prontor, Argus and Robot Shutters a Specialty (Prompt Service). CENTRAL STATES CAMERA REPAIRS, 3114 E. Douglas, Wichita 8, Kansas.

NEOPRENE coated curtains installed in Leica, Exakta, Foth, Korelle, Canon, Nicca, Nikon. B&V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

SPECIALISTS in Foreign and Domestic Camera Repairs. Flash Syncro and Rangefinders repaired. All repairs guaranteed. Chicago Camera Specialists, 17 N. State St., Chicago 2, Ill.

ALL MAKES REPAIRED. Flash installed. EMPIRE CAMERA SERVICE, Box 77-M, Times Square Station, N. Y. 36.

binocular repairs

GUARANTEED Repairs, Adjustments All Binoculars—Microscopes, Coating Service, Free Estimates. CHAS. WOLFE COMPANY, 1216 Union Street, Brooklyn 25, New York.

photo supplies

MODEL Releases—100 $1.00. Studio, Box 1143, Santa Barbara, Calif.

ALBUMS! Wedding, Commercial. Photographer and customer's names in gold. MOUNTS, Sales Aids. Free catalog! Crestwood, 3601 West 71st, Kansas City, Missouri.

PHOTOMOUNTS: Send $2.00 large assortment Folders, Easels. WEDDING ALBUMS. Wholesale Price Lists. Robin Mounts, 262 W. 22nd St., New York.

MODEL Releases: 50 for 50¢; 125 for $1.00. Sparkman Printing Co., Commerce, Texas.

photo finishing

No NEGATIVE? Send $1.00 for new negative and two 5x7 enlargements, from picture, transparency, colorslides, colorprint, stereoframes. Your pictures converted into highest quality black and white and color projectionslides. Direct Positive film delivered and reversed Developed. Curiophoto, 1187 Jerome Ave., New York 52, N. Y.

SHOOT Tri-X at 4000 ASA. $2.00 postpaid. Floto, 4208 Irving, San Francisco, Calif.

HAND Processed professional enlargements. Double weight Matte, Glossy, or Silk Paper. 4x5—15¢, 5x7—29¢, 8x10—39¢, 11x14—79¢ Cropping or dodging. Minimum $1.00. Imperial Photo, 827 Wake Forest Rd., Mt. View, Calif.

OIL coloring, enlarging, reliable portrait finishing for photographers desiring more than the customary commercial. Fine coloring done in pastels, transparent, and heavy oils. Sheraton Photo Service, Box 924, Plainfield, New Jersey.

PHOTO RESTORATION SPECIALIST. Original beauty restored to your old faded, cracked or damaged photographs and tintypes. Send your photos directly to Artist for free estimate. Free brochure. Peter A. Tavera, 27 Howard Avenue, Bristol, Connecticut.

PHOTOMURALS. Your 35mm transparencies enlarged to mural proportions. Any size, black and white, sepia or full color. Write Photomammoth Murals, Dept. 7-MP, 12048 Vanowen Street, N. Hollywood 7, California.

NEW NEGATIVE—two 8x10 enlargements, 10 wallet photos. Send $1.50 and picture. KEGLEY, 826 Rowell, Joliet, Illinois.

PRESS sized; six 4"x5" enlargements 50¢. Press-fotogs, box 352, Berkeley Heights, N. J.

stereo photography

AMERICA'S MOST BEAUTIFUL STEREOS. Free Illustrated catalog. Colonial, 247D, Swarthmore, Pa.

KODACHROME STEREO SLIDES: Send for free list. Studio 53, 138 W. 53rd Street, New York 19, N. Y.

photos, b & w slides

2x2 SLIDES from any size negative. Mounted. 15c each. Miller Slide Service, Holdrege, Neb.

TRANSPARENCIES: 35mm mounted 7¢. Optical reductions mounted 13¢. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

2x2 B&W MOUNTED slides from any size negative, 15¢; unmounted 10¢. From photos, mounted 30¢; unmounted 25¢. Colorslides from your Kodacolor prints, 40¢. Large selection of Title Slides available, write for list. Slide Service, Box 123, Fredonia, Kansas.

2x2 Black & White slides from any photo 35¢ or from any size B&W negative 15¢. Anderson, Box 6472, Indianapolis 26, Indiana.

oil coloring

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 111B, Chicago 14.

color photo finishing

PROFESSIONAL QUALITY—EKTACHROME—ANSCOCHROME processed—mounted $1.00. Fast Kodachrome—Kodacolor Service. Wholesale Cameras—Equipment—Supplies. Send for Prices. National Color Corporation, Box No. 55H, Northside Station, Atlanta 5, Georgia.

INTRODUCTORY Offer: Color Film developed 50% off. Kodacolor—45¢ roll. (Prints 25¢ each extra). Kodachrome—75¢ roll. Ansco and Ektachrome—50¢ roll. Send your film today. Free mailing envelope. Eastern Color Service, Box 125, Bridgeport 1, Conn.

FOREIGN FILMS PROCESSED—Agfacolor, Gevacolor, Ferranicolor, others, Genphoto, 136-140 Charles St., Boston, Mass.

movies, movie film & titles

5,000 NEW—USED 8-16mm Silent—Sound Films. International-D, Greenvale, New York.

SAVE 50%! Guaranteed-fresh color, b&w movie film! 8mm, 16mm. Free catalog! ESO-G, 47th Holly, Kansas City 12, Missouri.

Free Catalog—New 8-16 MM Film Now available. Best Rite Sales Co., PO Box 357, Times Square Station, New York 36. N. Y.

8MM—16MM KODACHROME MOVIES. Travel, Adventure, Wild Animals. Free Illustrated catalog, Colonial, 247D, Swarthmore, Pa.

BIG discounts on new 8mm Bell & Howell, Kodak, etc., cameras, projectors, films. Also 16mm. Sound. Visit our store or write for free lists. Specify 8mm. or sound. National Cinema, 71 Dey Street. N.Y.C.

"SURPRISE" assortment 8-MM colorful titles, $1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

HUGE listings, color, B&W sports, comedies, travel, musicals, etc. Catalog 10¢. Turke Films, 423 S. Lincoln St., Hinsdale, Illinois.

16MM FILMS for the connoisseur. Free Brochure. Studio, 138 West 53rd Street, New York City.

FREE Movie Catalog, 8-16mm, latest releases, Galaxy Productions, (Dept. D), 151 W. 42nd, New York 36.

SAVE $$$. Fresh 8mm, 16mm B&W and color film. Home Processing Equipment. Free Catalog. Superior Bulk Film Co., 450 N. Wells, Chicago 10.

8MM HOME Movies Cartoons—Sports—Travel—Comedy—Adventure—Westerns—Variety COLOR—Black & White FREE LIST—Write Today STAR FILMS, 5906 N. Port Washington Road, Milwaukee 17, Wisconsin.

FREE CATALOG New 8 & 16mm releases now available. Box 14, Midtown Station, New York 18, N. Y.

color slides

CALIFORNIA TO COLORADO, CANADA TO MEXICO. We specialize in this area. Free catalog lists thousands of slides available individually on approval selections. Quantity discounts. Douglas Whiteside, Yosemite, California.

COLORSLIDES from your own kodacolor-prints, 50¢. Superslides 75¢. Curiophoto, 1187 Jerome Ave., New York 52.

BEAUTIFUL COLOR SLIDES 10c each. Send dime for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

15 Beautiful colored slides $1.00. Sample, catalog 20c. Over twenty million sold! Sanford Company, Bellevue, Ohio. (Established 1941.)

170,000 slides in stock insures quick delivery. 12,000 subjects offer wide choice. Production by Captain M.W. Arps, U.S. Navy, retired insures satisfaction. Send 9¢ (stamps) for 88 page catalog United States, Canada, Mexico, and Cuba. If interested other countries, add 2¢ for each country requested as these separate lists. Worldwide coverage (70 countries) available. RoLoc, Box 1715, Washington 13, D. C.

ANTIQUE AUTOMOBILES. Over 200 "oldtimers." 32 page Illustrated catalog FREE. Universal, Box 779T, Beverly Hills, California.

2x2 TITLE SLIDES in color. Large selection available. Also color slides of all 48 states, and over 60 foreign countries. Write for free lists. Slide Service, Box 123, Fredonia, Kansas.

COLORFUL TITLE SLIDES. America's largest selection. Sample 25¢. Satisfaction guaranteed. Colonial, 247-D, Swarthmore, Pa.

BEAUTIFUL SCANDINAVIAN color slides and color prints. Remit 3 international postal reply coupons for illustrated prospectus. International Art Editors, Box 3—Herlev, Denmark.

PILGRIM the better quality color slides on approval. Scenic, historic New England, Lexington, Concord, Salem, Gloucester, Boston, Maine, New Hampshire, Niagara Falls, Ausable Chasm, Santa's Workshop, New York City, United Nations, Washington, D. C., Carolina, Georgia, Florida, National Parks, Indians, West Coast, Bermuda, West Indies, Mexico, Europe, South Africa, and many others. Send 25¢ for large 84 page catalog refunded with first order. HENRY COBB SHAW, 105-2 Washington St., Boston 8, Mass. Wanted—Original slides of the world. Write for details.

SAMPLE 25¢. 10, $1.10. "HOPSON QUALITY" 2524 Sichel, Los Angeles 31, Calif.

PIKES Peak Region color slides—listing and color slide 25¢. Write, Thirty-Five Slides, Green Mtn. Falls, Colorado.

MAJESTIC Grand Canyon—Ten slides $1.00. Sample 10¢. Box 185, Coconut Grove, Florida.

1957 Pasadena Rose Parade (2x2) Beautiful Color, Entire Parade (60) Plus Free Bonus Set "Glimpses of Hollywood," included $12.00 postpaid. Also have Disneyland, Miss Universe Beauty Parade Sets. 8-16mm Color Movies of all events. Colorslide, Box 1193, Studio City, Calif.

LOCOMOTIVES, Trolley Cars. 32 page Illustrated Catalog and Sample FREE. Universal, Box 779L, Beverly Hills, Calif.

35MM Colorslides from any size transparencies or Kodacolor prints, 50¢ each.—3—$1.25. Dupacolor, Box 62, Rochester 17, New York.

BANFF—Glacier—Yellowstone—Ten Colorslides $1.00. All Thirty $3.00. EDDINGS, R-3, Corning, N. Y.

FABULOUS Miami Beach—Eight colorslides $1.00. List-Sample 25¢. Florida Slides, Box 185, Miami 33.

schools and instructions

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 212 B, Chicago 14.

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' service methods at home, in your spare time! FREE, big, illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. C-7, Englewood, Colorado.

business opportunities

Your envelopes addressed accurately, reasonably. Fast Service. We have capable addressers in your city. GLENWAY SYSTEM, Box 6568, Cleveland 1, Ohio.

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' Service methods at home, in your spare time! FREE, big illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. Y-7, Englewood, Colorado.

$200. MONTHLY POSSIBLE, Sewing Babywear! No house selling! Send stamped, addressed envelope. Babygay, Warsaw 74, Indiana.

BUY WHOLESALE! 30-80% Discounts! Appliances, Gifts, Typewriters, Tools, Watches, Sporting Goods, Jewelry, Cameras, Housewares, Etc. Consolidated Distributors, Clifton 20, New Jersey.

PHOTOGRAPHERS Market Guide $2.00 Postpaid. Gem Publications, Dept. 2-JU, Linwood, New Jersey.

BIG MONEY in Photography. Train quickly at home with America's largest photographic school. Easy payments. Approved for Veterans. Send for Free, illustrated book. New York Institute of Photography, Dept. C-117, 10 West 33 Street, New York 1.

MAKE $50.00-$300.00 EXTRA MONEY FAST. Show big value $1.00-$1.25 Christmas, Everyday Greeting Card Assortments, Gift Wrappings, Costume Jewelry, Gifts, Stationery. Profits to 100%. Cash Bonus. Write for Newest Assortments on Approval, Free Gift Offer, Free Album Name Imprinted Christmas Cards, Catalog. Details. Hedenkamp, 361 Broadway, Dept. MP-2, New York.

CAMERA STORES FOR SALE—2 stores owned by photo finisher in Los Angeles County, USA's fastest growing areas. Grossing over $100,000 yearly. Established 7 years. Thousands customers & good will. Good leases, locations. Profitable. Owners no time to supervise. Manager operated. Will sell for fixtures & inventory. 1 store approx. $20,000 other $14,000. Sell 1 or both. Cash or terms arranged. Park Photo, 944 N. Azusa, Azusa 1, Calif.

costumes

LEOTARDS, Bikinis, costumes. Send $1.00 for actual photos. Stan Stanton, Liberty 1, N. Y.

Dance, Pin-Up Costumes, Bikinis, Opera Hose, Tights. Catalog 50¢. Quincon, Box 422B, Quincy, Mass.

PINUP Costumes for Glamour Photographers—Bikinis, Leotards, Mesh Tights, Lingerie. Catalog, lists, $1.00. Costume Center, 1755 8th Street, Riverside, California.

SHUTTERBUGS! 1957 Pin-Up Calendar—$1.00!* Peter Gowland Photographer, Dane Arden Model. (All 12 Lovely New Pin-Up Costumes available.) Pictorial Catalog $1.00*. Finest Bikini's, Lingerie, Pin-Up Swim Suits, Costumes. Almost 100 Styles. (*Merchandise Credit.) Maureen of Hollywood, 128 So. Alvarado, Dept. 5, Los Angeles 57, California.

PIN-UP TOGS catalogue 25¢ (cash). RIVIERA, Dept. MC, 39 West 46th Street, N.Y.C.

miscellaneous

FREE Illustrated Hypnotism, Self Hypnosis. Catalogue. Write: Hypnotist, 8721 Sunset, Hollywood 46MP. California.

FREELANCERS ATTENTION! Register now, free. No obligation. For details and application blank write Accredited Press, Lawrence 2, New York.

MODEL Releases, Adult-Minor, 100—$1.00, Elichs, 3035 Marvin, (B) Toledo, Ohio.

PHOTOGRAPHERS—artists. Learn proper posing techniques. 18 photos, $1.00. 41 for $2.00. 35MM color slides 4 for $1.00, 10 for $2.00. 8MM, 50 ft. movies, $3.50. 16MM, 100 ft. movies, $6.50. Pelton, Dept. #138, Box 5967, Chicago 7, Ill.

LEARN WHILE ASLEEP WITH OUR RECORDER! Amazing book gives full instructions. $2.00. Guaranteed. Research Association, Box 610-MP, Omaha 1, Nebraska.

"FOR the finest in portrait negative retouching send your negatives to: Enterprise Retouchers Co., 13625 Leroy Ave., Cleveland 11, Ohio."

YOSEMITE VACATION? Be sure to get this pocket-sized guide: "YOU and YOUR CAMERA in YOSEMITE NATIONAL PARK" Pictures—Brief Descriptions—Maps—Picture taking Tips $1.50 at photo or book stores or Comet Press Books, Dept. M4, 200 Varick St., N.Y. 14, N.Y.

PICTURE Post Cards Made From Your Photograph. 1000 $12.00; Raum's, 4154 Fifth Street, Philadelphia 40.

POSING Costumes—Bikinis, etc. Different. Catalog 25¢. Revealing Fashions, 507 Fifth Ave., New York 17, NY, Dept. B.

MIRROR one side; transparent from other side. Photograph people unawares. 8"x10", $2.00. 16"x20", $5.00. ONE-WAY MIRROR, Dept. MP-9, Box 625, Mt. Vernon, N. Y.

CAN YOU TAKE PICTURES LIKE THIS?

Learn from the expert . . . Joseph Schneider, internationally famous child photographer. This new book contains all the latest methods, covers every aspect of photography from using child psychology to the ABC's of film, exposure and lighting. Complete know-how for parents. Fully illustrated with almost 100 pictures to enjoy and emulate, many in full color.

CHILD PHOTOGRAPHY MADE EASY . . .

by Joseph Schneider

136 pages, 6" x 9"

$3.95

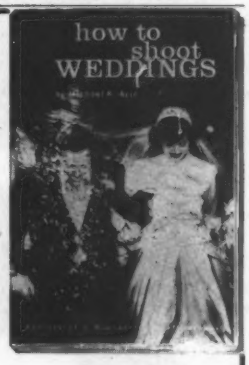
(Add 3% for N.Y.C. delivery)

Order from your camera store or

AMPHOTO, 33 West 60th. St., N. Y. 23. N. Y.

LEARN FROM A PRO!

NEW!



HOW TO SHOOT WEDDINGS

by M. ARIN

A successful professional tells the secrets he has used to build a highly profitable specialty into a large business. Both amateur and professional will value the step by step instructions on every phase of black & white, and color. Over 100 illustrations, 144 pages. Special section on how to shoot and sell three dimensional color work!

$3.95

Order from your dealer or

AMPHOTO

33 West 60th St., N. Y. 23, N. Y.

(add 3% for NYC delivery)

Ouch . . . !

We recently had our knuckles rapped by the prominent manufacturer whose hundred-dollar automatic wide angle lens we advertised for $59.50. Mustn't mention names!

In order to protect the manufacturer without depriving our customers of an excellent lens at a fantastically low price we will not mention any names in this ad. Lens X is a Seymour-recommended lens. So, don't worry about its identity and order it on our recommendation.

In case you do not yet own an Exakta, you will probably want to own one just to be able to use such excellent lenses as lens X. . .!

So, if you are thinking of getting an Exakta, write for complete details. You will soon be convinced that it is to your advantage to buy your Exakta from the only Exakta Specialists in the country—from Seymour's, where your camera has a "home" as long as you own it.

And if you already own an Exakta, be sure to get on our mailing list to receive the latest information about your camera and its accessories.

SEYMOUR'S

the Exakta Specialists
350-D West 31 St.,
New York 1, N. Y.

We shall be waiting to hear from you.

Earl F. Seymour

Earl F. Seymour

Feature of the MONTH

X

SEYMOUR'S brings you the new 35mm F3.5 XX Automatic Wide Angle

- Imported from Germany
- New Six Element Formula
- 65 Degree Angle
- Sharp to the very corners
- Distortion free
- 100% color corrected

Regular Price $99.50

Feature of the Month Special **$59.50**

DeLuxe Leather Case $4.80 Postal charge 90c

Brand new—15 Days Money Back!

To: Seymour's. The Exakta Specialists, 350-D West 31 Street, New York 1, N. Y.

☐ I do not own an Exakta.
Please send me descriptive literature, price list, accessory list, and a sample copy of your Exakta News.

☐ I have an Exakta (Model)
Please send your Exakta News regularly; also send accessory lists and bulletins and put my name on your mailing list.

☐ I would like to establish credit.

☐ I would like to trade equipment.
I have listed the items I have and the items I want on a separate sheet attached hereto.

Please hand print or type name and address

NAME .....

NUMBER AND STREET .....

CITY ..... ZONE ..... STATE .....

VOIGTLANDER

choose the camera with the eye for COLOR

Shown above is the Vitessa T, a rapid-action 35mm camera designed for interchangeable lenses with a built-in LVS-type exposure meter. In addition to the standard coupled rangefinder-viewfinder, it takes the Turnit 3 viewfinder to indicate fields of view for the 35, 50 and 100mm interchangeable lenses. The Vitessa T with 50mm Color-Skopar f/2.8 lens in Synchro-Compur L shutter.....$154.50

CAMERA AND LENS ARE MADE FOR EACH OTHER

Only Voigtlander cameras have the superb Voigtlander lenses, computed and specifically ground for color. Cameras and lenses are optically engineered for each other, then produced in the Voigtlander plant, under rigid quality controls at every step of manufacture. The consistently excellent pictures you get prove the superiority of the Voigtlander lenses and cameras. Ask your dealer to demonstrate the Voigtlander cameras with the LVS system for simplified exposure control . . . built-in exposure meter . . . automatic film transport . . . automatic double exposure prevention and film lock . . . coupled view and rangefinder with single eyepiece . . . depth-of-field indicators . . . all these and the many more Voigtlander features that assure you greater satisfaction and better pictures when you use the Voigtlander, the camera with the eye for color.

Voigtländer SINCE 1756

SAY PHŌT-LANDER

H.A..BOHM AND COMPANY, SOLE AMERICAN IMPORTERS, 4761 W. TOUHY, LINCOLNWOOD, ILL.

VITO B

35mm—all metal, rigid design. Pronto shutter with exclusive 4 element Color Skopar f/3.5 lens $45.50. With Prontor SVS shutter $54.50. With Color Skopar f/2.8 lens $68.75

VITO BL

F3.5—4 element Color Skopar lens, Prontor-SVS shutter. With built-in light meter $77.50. With f/2.8 lens $91.75

VITO IIa

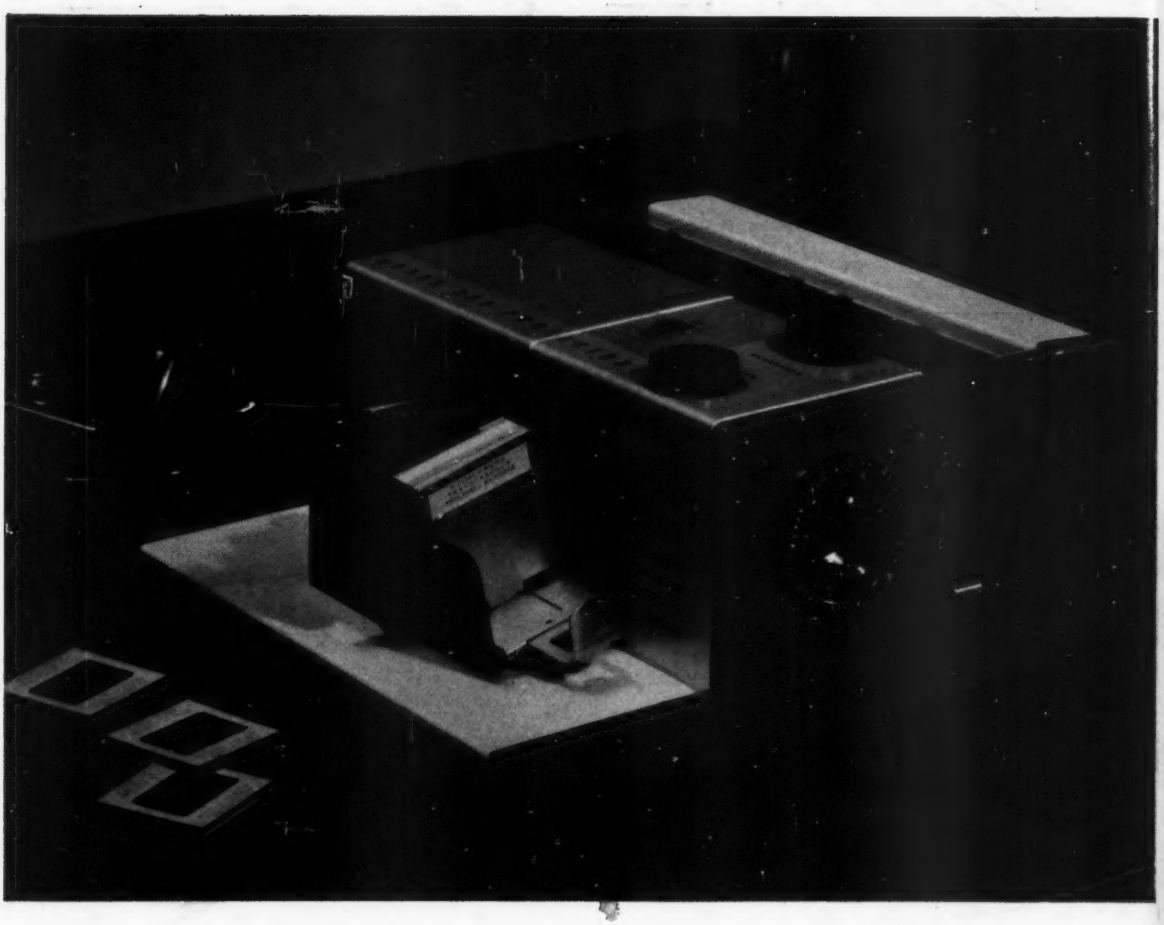
Perfect 35mm pocket camera —compact with famous 4 element Color Skopar, f/3.5 lens for unmatched color correction. In Pronto shutter $45.50; in Prontor SVS shutter $54.50

VITESSA L

With built-in exposure meter. A compact 35mm camera with plunger-type film advance. With Color Skopar f/2.8 lens $139.50. With Ultron f/2.0 lens $159.50. Vitessa F/3.5 without meter $99.50

PROMINENT

35mm—highest quality for press photographers, scientists, amateurs. Synchro Compur shutter 1 sec. to 1/500 sec. With Ultron f/2.0 lens $229.50 With Nokton f/1.5 lens $279.50



All the new ideas in one neat package
...the Kodak 300 Projector

You've never seen a projector quite like it. You've never used a projector that gives you so much performance with so little fuss . . . that operates so conveniently . . . carries and tucks away so neatly . . . looks so smart.

Your elevating and focusing controls are on top . . . work like radio dials.

Your 4-inch lens gives you big-screen images even at short range . . . and the big condenser system covers both miniature and the big 1½x1½ "super" slides. Your push-pull Readymatic changer (interchangeable with a magazine-type changer) eases the slides into position with a slight rotation, so there's no edge-jamming . . . and a light-guard automatically blanks out the screen between slides.

And quiet! The impeller-type blower barely whispers as it pulls cool air in over your slides, around the lamp, and sends it out and away from you.

And for carrying . . . this is really news. Snap on the cover, and projector becomes a self-contained unit. No bulky case to carry. Built around a new short-bulb 300-watt lamp, the Kodak 300 is only 5 inches high, 11 inches square. With built-in slide changer, the price is only $59.50; with magazine-type changer, $69.50. Choice of two striking colors, teal green and cardinal red.

Kodak
—a trademark since 1888

(Prices are list, include Federal tax and are subject to change without notice. See your Kodak dealer today.)

EASTMAN KODAK COMPANY, Rochester 4, N. Y.